CHILDREN'S BOOKS-FALL INDEX, Page 604

THE Dublishers' Weekly,

The American BOOK TRADE JOURNAL

VOL. CXXVI

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AUGUST 25, 1934

NO. 8

Eight Big Printings in Three Weeks

So Red The Rose

by STARK YOUNG

Overwhelmingly the Summer's Best Seller
\$2.50

CHARLES SCRIBNER'S SONS, NEW YORK

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New Scribner Books for Young Readers



Crazy Quilt: The Story of a Piebald Pony

by Paul Brown, author of "Spills and Thrills," etc.

The four animals pictured above frolic their way through the lively pages of the first juvenile by America's leading sporting artist. A sure hit. \$2.00

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Mr. Villiers's first book for boys is an authentic super-thriller of adventures on a whaling trip in Antarctic waters.

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Packed full of favorite tales from every land, and gaily illustrated by Hildegarde Woodward. Miss Dalgliesh is a well-known author and critic of children's books.

And Remember this — Your 1934 Best Sellers, as in 1933, will be the twenty volumes of

The Scribner \$1.50 Illustrated Classics

Grimm's Fairy Tales
The Story of Roland
The Story of Siegfried
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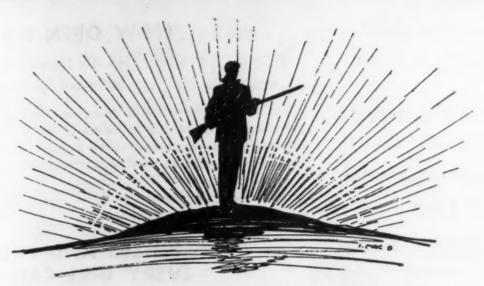
CHARLES SCRIBNER'S SONS, NEW YORK

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

EEKLY

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The critics who praised this distinguished biography had as much fun with it as the youngsters for whom it was written.

DAVY CROCKETT

by Constance Rourke

The avalanche of praise that greeted Constance Rourke's DAVY CROCKETT meant three things at least: a salute to the scholarship which makes the book a real contribution to American history and folklore; another salute for the literary style; and the natural exuberance which the character of Davy, great hunter and myth-maker, evokes in young and old alike.

DAVY CROCKETT was published in the spring so that its unusual qualities would be established by fall. We are confident that it is one of those rare books for all ages that will sell for many seasons to come.

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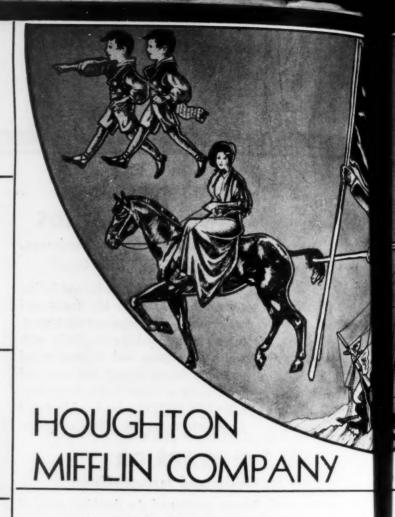
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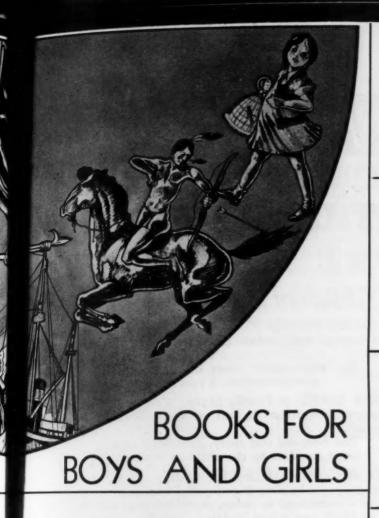
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WEEKLY

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By Mary Jane Carr
35 illustrations by Esther Brann

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A BOY AND GIRL OF JAPAN

By Phyllis Ayer Sowers

40 illustrations by Margaret Ayer

Every child who has read Mrs. Sowers' former books about children of China and Siam will want

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(October 1) \$1.50

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PABLO AND PETRA:

A BOY AND GIRL OF MEXICO

By Melicent H. Lee

50 illustrations by L. W. Lee

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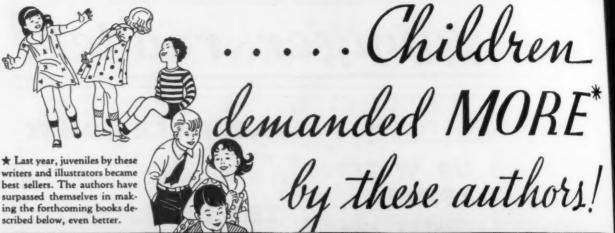
The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

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The Travels of Babar..

by JEAN DE BRUNHOFF, illustrated by the author

As popular in France, too, as was THE STORY OF BABAR, THE LITTLE ELEPHANT. Its author sends Babar and his wife, Celeste, on exciting new adventures the world over. Translated from the French by Merle Haas, printed in six colors, size 104" x 144", price \$3.00. Coming September 17th.

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Pictures in Color and
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Lucinda and her tinkling music box come straight from Texas when the bluebonnets are in bloom, and will give to littlest Americans some of the charm of their own land.

*J.L.G. Age 3 to 6.





HANSI by LUDWIG BEMELMANS

Lithographs in Color and Black and White \$2.00 Ready to visit in a lovely old house on the top of a mountain in Tyrol. Beside Hansi there appear a worried dachshund, hobnailed shoes and buckskin trousers, Christmas, and an Uncle Herman who feeds the deer. A gay and very human book.

J.L.G.

Age 4 to 8.



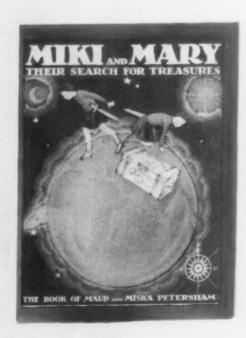
MIKI AND MARY: Their Search for Treasures by Maud and Miska Petersham Pictures Reproduced by Full-Color Process \$2.50

With the same engaging acceptance of adventure that has endeared him to children everywhere, Miki takes Mary on a grand tour to Mont-Saint-Michel, Brittany, Venice, Rhodes, Athens, and around, and back to New York where the customs man admits their treasures duty free.

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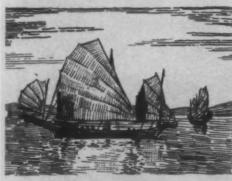
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THE GOOD FRIENDS by MARGERY BIANCO
Thirty Drawings by GRACE PAULL \$1.75

About the farm animals who refused to be separated when hard times came, and how Mary and her grandmother helped them out. A tale with the genuine feeling of the American countryside.

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Age 7 to 12.

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TOÑO ANTONIO by Ruth Sawyer Eight Full-Page Drawings by F. Luis Mora \$1.75

The old-world charm of the Spanish countryside and the spirit of Christmas are in this story of a small peasant who took his father's place as a wage earner for a time, by selling goats, milk to sailors, and brought home not only money, but all the lovely little figures for the Christmas manger.

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by Alice C. Gardiner and Nancy C. Osborne
Illustrated by Kurt Wiese \$2.00

Peter Macy has an adventurous share in the China trade in the days when Canton was the only open port. A sturdy American background story by the authors of Father's Gone A-Whaling.

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Age 9 to 12.

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Age 9 to 12.



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by Tom Robinson \$2.00

About a gang of boys in a small town, perhaps thirty-

five years ago. Trigger was a born leader and he found plenty to do when he arrived in Beechwood to investigate his about-to-be-adopted parents.

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by MITCHELL V. CHARNLEY
Illustrated by JAY VAN EVEREN

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The picaresque adventurer who left a colorful trail across New Orleans in the 1800's—presented in a straightforward, entertaining, and authentic biography.

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ON OF THE SWORD by Youel B. Mirza

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A fine adventure story about a Kurdish mountain boy who becomes the chief of his tribe and leads them to peace with their Persian neighbors.

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WHEN THE STARS COME OUT

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A vivid, accurate, and very readable book that makes the world a more wonderful place to live in. The author, professor of astronomy at the University of Illinois, combines the enthusiasm of the star gazer with the caution of an experienced astronomer.

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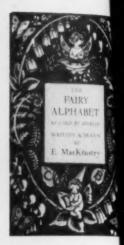
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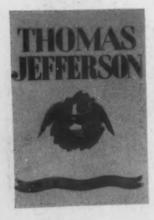
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FALL JUVENILES

Billy the Maverick



Billy the Maverick by EVELYN SCOTT

author of In the Endless Sands, The Wave, etc.

A real boy's story with plenty of action. The steady sale of *In the Endless Sands* for the past ten years indicates the potential large market of this new adventure story.

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October 25

Bob's Hill on the Air

by CHARLES P. BURTON

author of Boys of Bob's Hill, The Trail-Makers, etc.

Librarians recommend and boys enjoy Mr. Burton's fastmoving boy-scout stories, with their background of interesting facts. \$1.75

October 11



Little Dog Ready in the Country

by MABEL STRYKER

author of Little Dog Ready, etc.

Little Dog Ready and Little Dog Ready at Home have held a place of their own as books for the child who has just learned to read. The new story is well-thought out, exciting and full of delightful humor.

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GRANDMOTHER

GRANDFATHER

MORROW JUNIORS SELL THEM ALL ...

Morrow Juveniles are planned to sell not only the child who is to read them but the adult who is to buy them. In story and format, they're irresistible to little eyes and adult pocketbooks.



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Gay rhymes and bright pictures describe the adventures of a little girl and boy. By a famous Newbery Prize Winner. AGES 4-8 August 28 \$1.00



DO YOU KNOW?

by JANET SMALLEY

A colorful picture book telling many curious facts about insects and spiders. Simple and accurate in all details. AGES 4-8 August 28



GYPSY LAD

by CAPT. S. P. MEEK, Illus. by Morgan Dennis

The runt of the litter wins the Field Trials. A grand dog story for children—and adults, too.

AGES 8-80

September 25

\$2.00



YOÙ CAN'T PET A POSSUM

by ARNA BONTEMPS, Illus. by Ilse Bischoff

An understanding tale of an amusing little scamp of a pickaninny and his hound dog, Butch.

AGES 4-10

September 11

\$1.75



SILVER: The Story of a Horse

by THOMAS C. HINKLE

A stirring tale of a wild horse and her young colt, Silver, in the glamorous old West. AGES 8-15

AND PUBLISHED BY MORROW

Published July 18

\$2.00

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WARNE LEADERS-FALL 1934



A JUNGLE PICNIC By Clifford

Webb (author of "Butterwick Farm")

The story of Michael & Jennifer's visit to South Africa and their picnic in the jungle. This new picture book does for the creatures of the jungle what "Butterwick Farm" did for farm animals. A good story with delightful pictures.

Illustrated with 24 colored pictures by the Author. Cloth 8 x 9½. \$2.00

THE BOOK OF NURSERY TALES By H. M. Brock

With an introduction by Compton Mackenzie. The best of the old, old nursery tales illustrated by H. M. BROCK with 8 color plates and line drawings throughout the text (Uniform with Lang's Nursery Rhyme Book), Cloth \$2.50.

THE GATES FAMILY By Ella Moncton

Illustrated by Clifford Webb in black and white. Cloth 53/4 x 81/2 (For older Children), \$2.50.

RAGS, TATTERS AND BILL By Lewis Dutton

Illustrated by Edgar Norfield. Further adventures of "Rags" and "Tatters" by the author of "Rags M.D." Boards, Cloth back \$1.00.

THE SPANISH GOLDFISH

By Dudley Glass

Illustrated by A. E. Bestall. With 4 colored plates and numerous black and white pictures. Boards, cloth back \$1.00.



1

SUGAR AND SPICE

By Irene Heath

Pictures, stories and verse. Illustrated by the author with many delightful pictures in color and black and white. Picture Boards Cloth back, 7½ x 10 inches \$1.00.

(The illustrations on this page are from "A Jungle Picnic")

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By the Winner of the 1933 Newbery Medal

Elizabeth Foreman Lewis



Sometimes amusing, sometimes tragic, Ho-Ming runs the gamut of adolescent emotions against a background torn by the calamities of war, banditry, flood, and disease. At seventeen she emerges as one of that constantly increasing group of Chinese youth which offers its life and talent to its people. Illustrated by Kurt Wiese. Ready in November. \$2.00

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G. T. Huffard, L. M. Carlisle, Helen Ferris

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Armstrong Sperry

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Further adventures of the Langerud family, so entrancingly begun in her previous story, "A Norwegian Farm." Illustrated by Elsa Jemne. \$2.

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By Raymond L. Ditmars

Where the animals in the zoo come from, and some too rare to be found there, by the famed Curator of the New York Zoological Park. With many fascinating maps in color by Helene Carter. \$2.

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By Elizabeth Hough Sechrist

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Copp Clark Co., Ltd., Toronto

NEW LIPPINCOTT JUVENILES

FALL-1934

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THE READ-ALOUD BOOK Compiled and Edited by E. G. Rich

More than a story book. Actually a child's key to the joys of life and art. Here you read about such famous mythological characters as Sinbad the Sailor, Hercules, Don Quixote, Puck, Ariel and Rip Van Winkle. \$2.50.

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The story of Sandy, a boy who breaks up a gang of criminals with the help of his knowledge of magic. Directions for doing Sandy's tricks are given throughout the story, so that any child can easily learn to do them. With 16 drawings by the author. \$1.50.

WINTER HOLIDAY

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The famous author of children's stories adds his latest book to his immensely popular trio, "Peter Duck," "Swallowdale," and "Swallows and Amazons." Leading child authorities are acclaiming it everywhere. Illustrated by Helene Carter. \$2.

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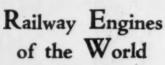
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New OXFORD Juveniles for Fall

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By Alice Gall and Fleming Crew

The authors of WAG-TAIL and RINGTAIL now offer their readers an entirely different type of story about a wonderful flying boat —perfect nonsense and good fun. Illustrations by Camille Masline, color and black and white. Ages 6-10. \$1.75



By Brian Reed

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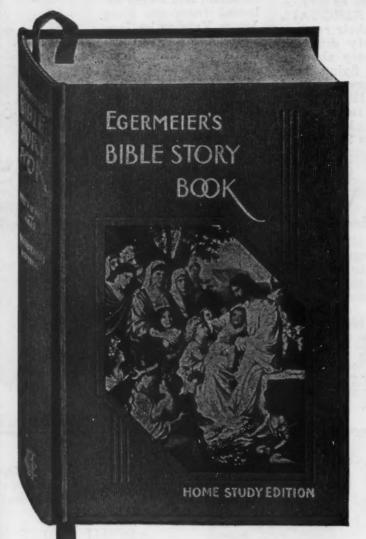
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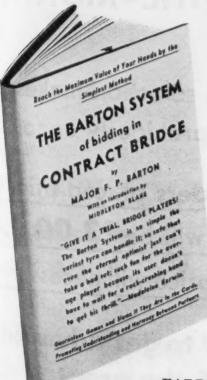
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Don't shoot your partner, teach him:BARTON...



THE strange-looking photograph which you see above is not a picture of an editorial conference. It represents a group of hardworking Farrar and Rinehart executives after an amiable (patents pending) bridge session. Which, if it illustrates anything at all, shows that The Barton System is one that even a publisher can understand.

The Barton System can be taught to the average husband in about 15 minutes. It permits forcing bids on fewer quick tricks and adds to the thrill of the game. It makes for exact understanding between partners and therefore assures friendly sessions. It eliminates psychic bidding, is exact, and helps you to arrive at a slam bid quicker and with more safety than through any other system.

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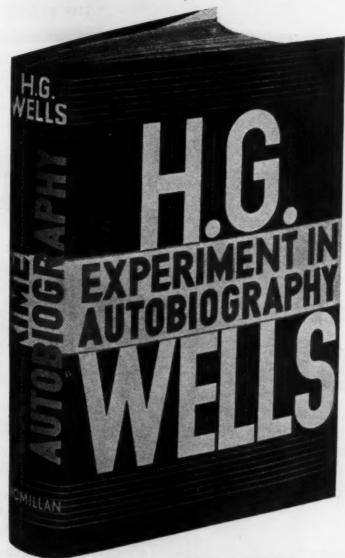
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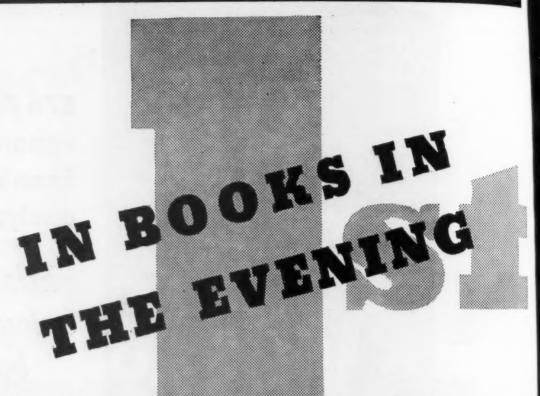
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—Because Harry Hansen, "The First Reader" of the World-Telegram, is the most-quoted literary editor in America.

—Because the World-Telegram offers a rich and varied background of news, features, and writers of literary appeal.

—Because the World-Telegram is the favorite daily paper of New York booksellers.*

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Discounts Begin at Forty

The Chance of a Lifetime, WALTER B. PITKIN'S new book, has just been published and gives every indication of joining Prof. PITKIN'S earlier book, New Careers for Youth, on the country's best seller lists.

Because both books are written for people from the ages of 17 to 32, because they have been published in close proximity, Your Correspondent feels an Urge to state once and for all the difference between them.

In the first place, they are complementary. In fact the two volumes are part of one integral publishing project and except for technical reasons would have been published simultaneously. Both are necessary, neither more important than the other. New Careers is a hardheaded, bunkless charting of job possibilities in the post-1929 world. It is an opportunity map of the business world which discusses the possibilities for the neophyte in 95 fields, incorporating, with no sugar-coating whatever, the discoveries made by PITKIN and 30 assistants in interviewing more than 500 executives in all walks (and in some cases, dead stand-stills) of life. It tells which are the overcrowded professions and which aren't. It is, in short, completely factual.

The Chance of a Lifetime, on the other hand, is a clarion call to youth—and marching orders for the Lost Generation. It contains a sensational and daring Plan for Youth which, if followed out, may have far-reaching sociological reverberations. It tells Youth how it may organize itself—how it may attain position and authority in a world dominated by its elders. It is not temporary or as momentarily practical as New Careers. It is, rather, the book for the long pull—the book which shows Youth the way out.

Y o u r Correspondent likes to think that at least ten or twelve of the 10,000 that couldn't get into the Lewisohn Stadium to see the FOKINE BALLET were there because their balletomania had been aroused by reading Nijinsky.

Thinking it over, it is probably a safe hope, and as good as in, because it would be possible to jam the Stadium and have a waiting line if you had only the people who had already bought Nijinsky.

Published last February, Nijinsky has had, and continues to have, more staying power than anything published by The Inner Sanctum since Van Loon's Geography (which, by the way, sold 174 copies last week). Sales of Nijinsky for the last five weeks have been 459, 585, 603, 586, 671—and 403 in the first two days of the current week.

In other words, it looks as if Nijinsky, already past the 17,000 mark, were just starting. A new large space campaign has been prepared which will run in The New York Herald Tribune "Books" for the next month. If your stock is low, perhaps it might be well to write in and get a few copies. If not, write in anyhow and tell us how you like the new advertising.



Usually this section of The P. W. Inner Sanctum is devoted to lots of titles, chronicled in staccato style, but a publishing date of the First Magnitude is in the offing—September Twelfth. Now in November, by Josephine Johnson, is coming out then. (Your Correspondent has stoically resisted deferring publication until November 1st). It is a first novel (like God's Angry Man, The Unpossessed, Friends and Romans—just to recall the Inner Sanctum New Deal in

American fiction), which our reasonably infallible C. P. F. feels will be a smashing fall fiction discovery. It's the profoundly moving story of one year in the life of a middle-western farm family. It packs a terrific kick, particularly for women readers—and it is especially timely because the final third of the book contains an unforgettable picture of the ravages of the drought. Your WILLA CATHER, ELLEN GLASCOW, ELIZARETH ROBERTS readers will thank you if you hand it to them. Watch the reviews. It isn't a sensational book—it's a sensationally beautiful one—and all the critics are going to acclaim it. So do—ESSANDESS

The 5 Best Reason for ONE BEST SELLE

CONTENTS

PART I

Explorers and Pioneers
The Land of Tomorrow
The Rules of the Game

PART II

Private Ownership of Government **Personal Devils** Hot Spots, Pressure Groups, and News Drives The Tariff Rules America Dislikes to Choose **Monetary Policy** Cost of Production in Agriculture and Industry Prices Which Do Not Come Down Millionaires, Booms, and Chaos

PART III

Twelve Long Years
The Thirteenth Year
We Tax Bread and Meat

PART IV

Smoothing Out the Cycles
Putting Our Lands in
Order
The Cost of Continuous Balance
Beyond the

rontier

- The Book-of-the-Month Club selection (dual choice October) assures wide distribution and discussion a reconfirms the importance of this book.
- 2. Henry A. Wallace already has an enormous audience a is certainly one of the most discussed and important min the United States at the present time. Not only is one of the key members of the present administrate but for years he has been one of the most widely reditors in the Middle West. His pamphlets and speed have been universally praised for their force and clarithis book is by an author who has something to say a who also knows how to write.
- 3. NEW FRONTIERS is Secretary Wallace's first and of important full length book. None of it is taken for his speeches or has appeared in any other form. It is vivid, provocative and highly readable statement of personal philosophy and a clear and candid examinate of America's present position in the world and of the new frontiers of the mind and spirit which America beginning to penetrate.
- Americans—America. It has the same timely claim to large audience as have these other urgent books of se ous importance in their day—Keynes' Economic Conquences of the Peace, Adams' Epic of America, the Beard Rise of American Civilization, Salter's Recovery. We have every reason to expect it to be the most discussed both of the fall season.
- 5. NEW FRONTIERS will be launched with a blast national advertising. It is an odds-on bet for feature wiews and big publicity breaks. Display posters and in printed cards are now going to press. Rush your request

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HENRY A. WALLACE

THIS wise and provacative book describes those new frontiers of the mind and spirit which America is beginning to penetrate. It is written with clarity and condor, and always with concern for the human beings who are the new pianeers.

Publication oct. 3

Price \$2.00

AUGU

An event of unique importance—an item for all book-lovers.

For many months, rumors have been coming from Taos, New Mexico, that Frieda Lawrence was paying a final tribute to D. H. Lawrence by writing a full account of their life together. Writing it—and having it printed in Santa Fé for her friends, in a special, autographed, private edition.

Mrs. Lawrence will not sell her copies to book stores, but the Viking Press has fortunately been able to secure 250 copies which it will apportion to book stores at \$6 net on the basis of orders received by September 10th. The regular trade edition will be published on October 8th at \$2.75. Orders for both editions should be sent in immediately.

This book, which contains over 90 letters from Lawrence, tells the entire story of their life together, their elopement and marriage, the war years, and their days on the ranch in Taos and traveling about the world, down to Lawrence's death on the Riviera in 1930. It is the final word on Lawrence by the one person who knew him best.



NOT I, BUT THE WIND



Large 8vo, 320 pages, half Buckram, printed in monotype Caslon 337E on Worthy's Dacian paper, illustrated by gravure with several unpublished photographs.



THE VIKING PRESS 18 E. 48TH ST. NEW YORK AUGUST 25, 1934

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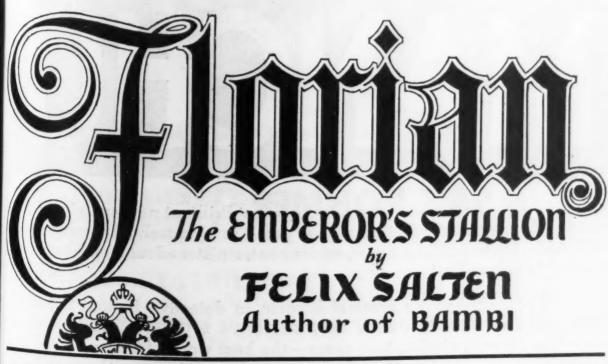
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 25, 1934



One of Lydia Gibson's drawings from "The Teacup Whale" (Farrar)

Illustrated Books for the Fall

A Survey of Children's Picture Books on the Fall Lists

LENA BARKSDALE

of the Lord & Taylor Bookshop, New York City

For Very Little Children

Perhaps the Best Loved fairy tale in the world is "Cinderella," and Helen Sewell with



Jacket design of "Do You Know?" (Morrow)

her charm and humor and fine technique is an ideal artist to interpret this old story for modern children. Her "Cinderella" (Macmillan, \$1.50) has full-page pictures of lovely line and delicate color. An-

other tale of timeless interest is "The Three Bears." Beatrice Dvilnsky and Miriam Kallen have made a new edition in the modern manner, with large pictures in many colors and deep yellow margins (Lothrop, \$1). A new story which is going to be cherished is "About a Bee," by Helen Torrey (Oxford, 75c). This little book with its spirited pictures in yellow and black, lovely hand-lettered type, delightful repetition and slyly hidden moral, has the qualifications to please old and young.

please old and young.

"A Jungle Picnic," by Clifford Webb (Warne, \$2.00), was printed in England. The twenty-four full page illustrations are appealing in color, design and detail. Warne also announces "A Book of Nursery Tales," to be illustrated in color by H. M. Brock

(\$2.50).



From "Hansi" by Ludwig Bemelmans (Viking)

In "Little Goosie Gosling" (Farrar, 75c). Helen and Alf Evers have written and drawn the merry story of a proud and mischievous yellow gosling. "Nicodemus and the Little Black Pig," by Inez Hogan (Dutton, \$1), is the best of the Nicodemus books. The drawings are delightfully humorous, and the story is true to pickaninny life. "Fun with Michael" is another of Marguerite and Dorothy Bryan's gay picture books of this engaging little Sealyham (Doubleday, \$1).

At last we have an insect picture book with simple factual text in "Do You Know?" by Janet Smalley (Morrow, \$1.25). She describes thirteen familiar insects, and drawings and color are good. "Tim Tadpole and the Great Bullfrog" (Doubleday, \$1), was a happy thought of Marjory Flack, and the book is charming with pictures done in the soft colors

of the brookside.

"Gooseberry Garden," by Lois Lenski (Harper, \$1), has delightful full-page pictures in soft green, alternating with others



returns fall in "The Travels have not seen "Bobby of Babar" (Smith & Goes Riding," by Haas)

in sepia. The simplicity of "The Little Auto," also by Lois Lenski (Oxford, 75c), will delight the child who wants to know all about the every day life of a little car. Another story of the competent Ameliaranne is "Ameliaranne's Washing Day," by Eleanor Farjeon (Mc-Kay, \$1), with colthis ored illustrations. I Dorothy Baruch (Lothrop, \$1.25), but the description is interesting, and there are fifteen double-page illustrations in color by Esther Brann, "Odie Seeks a Friend," by Julius King (Coward, \$1.25), has humorous and sprightly black and white illustrations by Kurt Wiese. Odie is a skunk, so let's move on to

Books for Children from 5 to 8

The many friends of Babar will welcome the translation of the second Babar story, "The Travels of Babar" (Smith, \$3), with the gorgeous illustrations of the French original.

"Bluebonnets for Lucinda," by Frances Clarke Sayers (Viking, \$1), are the beautiful bluebonnets of Texas. Helen Sewell's illus-



One of Inez Hogan's drawings from "Nicodemus and the Little Black Pig" (Dutton)

trations in color and black and white make this a lovely book. "The Snail Who Ran" (Stokes, \$1), is a fairy tale, written, designed and illustrated by Dorothy Lathrop. "Down, Down the Mountain," by Ellis Credle (Nelson, \$2), is a Kentucky story with many soft

pictures in two colors.

"All Around the Clock," by Lena Towsley (Farrar, \$1), is for the clock-conscious child. The mysteries of hours, half and quarter hours and minutes are fully explained in simple text and twenty-one beautiful photographs. "The Steamship Book," and "The Fire Engine Book," by William C. Prior (Harcourt, \$1 each), are also factual books with excellent photographs. The first covers a trip from New York, via Cuba, to South AUG Ame text,

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America, in photographs and explanatory text, and the second shows in the same way how a city fire department functions.

Maud and Miska Petersham's new book is "Miki and Mary: Their Search for Treasures" (Viking, \$2.50), with twelve pages in full color and sixteen in blue and black half-tone. Here are some of the loveliest pictures of the season, and the story goes half way around the world to Mont-Saint Michel, Venice and Athens. "A Day on Skates," by Hilda Van Stockum (Harper, \$2.50), tells of Dutch children on a skating picnic. The eight full-page illustrations in lovely color are alive with action and full of fascinating detail. Knopf announces a forthcoming book by Emma L. Brock, "Little Fat Gretchen" (\$1.50), with pictures in three colors.

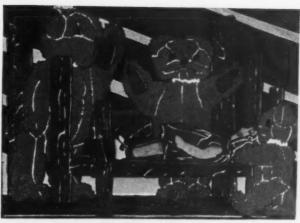
Every little boy who has a cowboy suit will want "Cowboy Tommy's Roundup," by Sanford Tousey (Doubleday, \$1.50); a jolly story with bright pictures. In "Gaston and Joséphine in America," by Georges Duplaix (Oxford, \$2), the little French pigs continue their journey, with varying fortunes from New York to Hollywood. The many illustrations are colorful and amusing. "The Teacup Whale," by Lydia Gibson (Farrar, \$1), is also for the child who has a sense of humor. Beautiful black and white illustrations and end papers and heavy black type make this a stunning book. "Down Along Apple Market Street," by Mabel Betsy Hill (Stokes, \$1.35), is a kindly village story with pictures in pleasant detail in three colors.

"Susanna B. and William C." (Morrow, \$1), is a little book with a big laugh in it, done in merry verse with quaint pictures by Rachel Field (Newbery Medal Winner,



The Haders have done the pictures for Jane
Miller's "Jimmy the Groceryman"

(Houghton)



Beatrice Svilusky has made some striking illustrations for "The Three Bears" (Lothrop)

1930). "Tell Them Again Tales," by Margaret and Mary Baker (Dodd, \$1.75), are fairy stories with a humorous twist, illustrated with silhouettes and pen and ink drawings.

"The Good Friends," by Margery Bianco

(Viking, \$1.75) with lovely black and white by Grace lithographs Paull, is for the imaginative child who loves animals. Another book for the animal lover is "Timothy," by Bernard and Katharine Garbutt (Oxford, 75c). The soft black white lithographs and are beautiful, and the story of a young deer achieving antlers and the stately beauty of a full



From Dorothy Lathrop's "The Snail Who Ran" (Stokes)

"Flash," the grown stag is very winning. story of a horse, a coach dog and the gypsies, by Esther Averill, is beautifully illustrated by Rojankovsky. It was printed in France in many colors for Smith & Haas (\$2). Lois Lignell and Betz Princehorn tell a gay story of "Three Japanese Mice and Their Whiskers" (Farrar, \$1.50), with lovely pictures in Japanese style. "Hansi," by Ludwig Bemelmans (Viking, \$2), is a story of winter in the Austrian Tyrol. Children will get out their crayons and try to copy the big pictures which look so easy, and the type is large enough to tempt them to read Hansi's adventures for themselves. "One Day with Jambi in Sumatra," by Armstrong Sperry (Winston, \$2), is full of adventures and bright pictures.

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Helen Sewell has illustrated the stories chosen by Jean West Maury for "A First Bible" (Oxford)

"The Complete Nonsense Book" of Edward Lear, containing all the original pictures and verses, formerly \$4, is now \$2.50 The well known Happy Hour (Dodd).Books of Macmillan, eighteen titles, which are now 25c, reduced from 5oc, merit wide recognition at the new price. "Jimmy the Groceryman," by Jane Miller (Houghton, 90c), is easy reading, instructive and an interesting story with many simple pictures by the Haders. Blue Ribbon Books announces the forthcoming "Micky Mouse Waddle Book" (\$1), and "The Wizard of Oz Waddle Book" (\$2), which are toys rather than books, of course, but they will doubtless appeal to all those customers who were pleased with the Pop-Ups last year. Perhaps these may serve as a mild sort of solution of the movie problem!



A Lois Lenski drawing from "Gooseberry Garden" (Harper)

Books for Children from Eight to Ten

"A First Bible" (Oxford, \$2.50), illustrated by Helen Sewell, contains stories chosen by Jean West Maury unchanged from the King James Version. The thirteen full-page pictures in black and white are exquisite, the type is clear and beautiful and the binding is blue cloth, stamped in gold. This is a book of unusual dignity and distinction.

"Toño Antonio," by Ruth Sawyer (Viking, \$1.75), with drawings by F. Luis Mora, is a



Decoration from "Tell Them Again Tales" by Margaret and Mary Baker (Dodd, Mead)

charming story of a boy shepherd in Spain. "Robin on the Mountain," by Charlie May Simon (Dutton, \$2), tells about a boy in the Ozark Mountains, and this, too, is good reading with appropriate illustrations in black half-tone, by Howard Simon. "Wind in the Chimney," by Cornelia Meigs (Newbery Medal Winner, 1934), is a story of Pennsylvania when Washington was president. Louise Mansfield's drawings are sympathetic and lovely (Macmillan, \$2).

"Jinny: the Story of a Filly," by Bert Clark Thayer (Farrar, \$2.50) is a book of photo-

graphs of rare interest for horse lovers of all ages. Fifty stunning photographs and brief explanatory text show how a young horse spends her first year. I have not seen "Crazy Quilt," by the sporting artist, Paul Brown (Scribner, \$2), but it is described as having a general appeal because of its many spirited drawings. It is about "children and horses, a dog and a donkey."

"Yossel's Holiday," a short story with a Russian Jewish background by Sonia Mazer (Doubleday, \$1.50), is strikingly illustrated by the author with vigorous black and white full page pictures made on scratchboard.

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"Yasu-Bo and Ishi-Ko," by Phyllis Ayer Sowers (Crowell, \$1.50), is a Japanese story with many sympathetic pictures by Margaret Ayer. "Little Pear and His Friends," by Eleanor Frances Lattimore (Harcourt, \$2), is a happy story of Chinese children, illustrated with simple line drawings which are full of life and action.

It is good news that Arthur Rackham has illustrated "The Pied Piper of Hamelin," and that Lippincott will publish it in their \$1.50 Rackham series in November. "The Lost Merry-Go-Round," by Dorothy Lathrop (Macmillan, \$2.), is a fairy story of children and animals in the woods, with lovely illustrations by the author. "The Royal Mimkin," by Alice Gall and Fleming Crew (Oxford, \$1.75), is a story of imagination which is refreshingly spontaneous. Camilla Mesline's illustrations are drawn in the authors' spirit of joyous adventure.



Paul Brown, one of the best-known sporting artists in America, has made a book for children. One of the illustrations from "Crazy Quilt" (Scribner)

"Humphrey," by Marjory Flack (Double-day, \$2), is not yet ready for inspection, but it is described as "a story picture book of New England during the century past" with many pictures in color and black and white by the author. Humphrey is a century-old turtle. "Our Planet the Earth" (Lothrop, \$1.75), by Lillian Rifkin, is a book on geology and man's beginnings, with black and white illustrations by Kurt Wiese. Our Changing World is



Eleanor Frances Lattimore wrote and illustrated "Little Pear and His Friends" (Harcourt, Brace)

the title of a new series of factual illustrated books by different authors published by *Nelson* at 50c each, and endorsed by the Lincoln School. Twelve titles will be ready this year.

Eliza Orne White's new book, "Lending Mary" (Houghton, \$1.75), has pictures by Grace Paull. "Farm Boy," a rollicking story by Phil Stong (Doubleday, \$2), has twenty full-page pictures in five colors and eight in two colors by Kurt Wiese.

For Older Children

Striking pictures by Frank Schoonover illustrate "Roland the Warrior," by Virginia M. Collier and Jeanette Eaton (*Harcourt*, \$2.75); and Paul Bransom is making the pictures for "Scarface: The Story of a Grizzly,"



Unusual colors feature the illustrations by Clifford Webb for "A Jungle Picnic" (Warne)

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One of the drawings by Louise Mansfield from Cornelia Meigs'
"Wind in the Chimney" (Macmillan)

by Dorr G. Yeager (Penn, \$2). A collection of Rachel Field's delightful poems, "Branches Green" (Macmillan, \$1.50), is illustrated by Dorothy Lathrop. Pictures by Helen Sewell in the style of old engravings illustrate "Away Goes Sally" (Macmillan,

Paul Bransom has drawn some of his famous animal illustrations for "Scarface: the Story of a Grizzly" by Dorr G. Yeager (Penn)

\$2), by Elizabeth Coatsworth (Newbery Medal winner, 1931). Susan Smith's "Made In Sweden" (Minton, Balch, \$2), on the arts and crafts of Sweden, has drawings by Gustaf Carlström. Anne Merriman Peck's "Young Mexico" (McBride, \$2.50), is illus-

Mexico" (McBride, \$2.50), is illustrated with the author's pen and ink sketches and photographs.

Both boys and men will like "Big Bridge," the romantic story of the development of the bridge, by Rupert Sargent Holland (Macrae, \$2), with many drawings by Edward Shenton. They will also turn to "The Story of the Skyscraper," by Alfred Morgan (Farrar, \$2), with drawings and photographs by the author. A third book in this group is "Railway Engines of the World," by Brian Reed (Oxford, \$1.75), with illustrations. photographic Robert H. Baker's "When the Stars Come Out" (Viking, \$2.50), is a book on astronomy with charts and fascinating photographs printed in

Robert Lawson has made worthy drawings for W. W. Tarn's delightful "Treasure of the Isle of Mist," in a new edition issued by Putnam at \$2. Dodd, Mead announces a reduction in the price of the Mead Shaffer Illustrated Classics from

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\$3.50 to \$2. These ten well-illustrated books are exceptionally worth while at the new price. "The Dark Frigate," by Charles Boardman Hawes (Newbery Medal winner, 1924), is now in the Beacon Hill Bookshelf Edition (Little, \$1.75), with very handsome pictures by Anton Otto Fischer.



Marjorie Flack has done the illustrations for "Humphrey," the story of a century old turtle (Doubleday)



One of Arthur Rackham's distinctive drawings from "The Pied Piper of Hamelin" (Lippincott)

The Unlimited Market

Teachers, Librarians and Booksellers Can Work Together to Create an Interest in Books

MARY E. TEETER

A member of the staff of the Bexley Public Library, Columbus, Ohio

INHERENT IN EVERY HUMAN BEING is the urge to possess, to own, to have something that is entirely personal. Developed in the wrong way this is, naturally, destructive. Material possessions fill a large part of our lives today and have so great a place in our living conditions that the ownership of numerous machines giving both comfort and pleasure is taken as a matter of course. Inanimate things which do not generate power or light, or move us about from place to place, seem less desirable in the eyes of the practical modern than pictures talking as they flash across a screen or radios screaming out advertisements for toothpaste, sugar, and rubber tires. Books, which are but so many pounds of paper spotted with ink, may easily fall into the category of the less desirable possessions.

Because our civilization has built up this idea as a sort of background upon which our judgments are drawn, and because every one connected with the book business, in any way, is to be affected by the growing solidity of the background, all the persons interested in the more permanent documents of life and their survival should bestir themselves.

Booksellers have a big job on their hands. Competition is serious. Many retail bookdealers today think wistfully of—"The good old days"—you've heard them. Well, the good old days are no longer with us. It is time for the bookseller as well as other merchants to make adjustments. In maintaining a business, one must always look around for new methods of attack, new fields to conquer. When the bookseller surveys the field what does he see?

On the one hand, a mass of people who read in groups, who read what is chosen for them, the best book of the month, the Literary Guild selection. These are the people whom the grand superlatives of book advertising control. All their book buying is done accordingly. The many good books which are poorly advertised go by the board.

On the other hand, the bookseller sees the dwindling limited editions market, while the shelves of his shop groan under the weight of books limited after they reached the one thousand mark. He knows the reason for the shrinkage of sales in that direction! Now his bread-and-butter customers are in view. They have stood by him for a long time, but now there is some fear of their actually dying off. But the bookseller has one market where there are no skeptical eyes, no sarcastic mouths, or bitter voices . . . all young faces. Before him spreads the unlimited market for the growing up generations.

In some of our schools boys and girls must buy their own text-books. The purchase of such books seldom creates the desire to purchase other books. There are three agencies which should encourage the ownership of books and the building of a library. teacher, the librarian, and the bookseller each have the chance to influence the young reader. But here's the catch! Ninety-nine hundredths of the time the teacher shows no indication of wishing to create such a desire in her pupils. She cannot, of course, stimulate interest when she herself has so slight a knowledge of the publishing field and of editions both old and new which would be suitable for her grade. How many teachers do you know who read a great deal for themselves? The librarian, because she thinks of books as public property to be loaned to reliable individuals, fails to evince any missionary spirit in the direction of book ownership. At one time during the year the average librarian awakes to the fact that the shelves in the children's room are beginning to look dingy. When she starts to think about buying books for Book. Week she may mention cautiously to some of the parents that these same books may be purchased as well as borrowed from the library.

Even here the bookseller has only to contemplate the state of affairs created by those most closely connected with their prospective buyers to realize that their handicap is great. He does know this and also knows that the wary parents of children will probably consider him "commercial" if he attempts to make books seem attractive.

Once in a while you find a teacher who does know how to create an interest in books. She usually visits the bookshop at least once a week. And you may find a librarian who looks beyond her card files to suggest that a favorite on the library shelves may easily be a favorite on the bookshelves at home. And there are booksellers who, through some miracle working ways out of their own personalities, are able to reach both the teacher and the librarian and give them valuable aid in training the younger generations to buy books.

Here is a specific example of the co-operation between teacher, librarian and bookseller:

Last September a sixth grade teacher in a junior high school in the suburbs of Columbus asked her pupils to read from a selected list of books. There was no point system instituted to kill the interest in such a procedure. Books were placed on the shelves in the school room and the boys and girls read them at their own discretion. National Book Week came along and the teacher asked her pupils to bring her a list of all the books they had read since school opened, also a list of the books in their own libraries. They also brought their favorite books and good editions to display in the school room during that week.

In this school there is a small library, a branch of the public library of the village. It is open four days out of each school week and circulates about two thousand books each month. The librarians in charge conduct story hours in each of the lower grades but the sixth grade has grown up beyond mere story telling.

During Book Week Kurt Wiese was the guest of the Lazarus Bookshop. The manager of the bookshop did not keep Mr. Wiese hidden behind a tableful of books but arranged to have him talk to many boys and girls in the schools. The Junior High School was fortunate enough to be one of the schools visited. All of the sixth grade were ecstatic. Here was a man who not only illustrated books but made stories of his own and acted just like any other human being. To many of the boys and girls it was a real

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The Children's Department of the F. & R. Lazarus Book Department in Columbus, Ohio, where Kurt Wiese was a guest last Book Week

adventure, their first real contact with an author.

After Mr. Wiese's visit the teacher asked her pupils to call at the bookshop and look at the new books. And, canny creature, she asked that they be accompanied by a parent. There the boys and girls recognized their old favorites, books they had read in school, books they had borrowed from the library, now available as books to own.

How did the bookseller feel about this visit? Well, in some far Utopia every bookseller prays to find new customers and to

be reassured by the presence of someone in his shop. The bookseller felt that if these boys and girls came to know that there was such a thing as a bookstore they might not forget it when they grew up. The odds are great, but these children learned to know the bookseller and her staff as friends who cared to talk about the things which interested them. And this bookseller observed all too sadly the reluctance of the adults acting as escorts. But childish enthusiasm being what it is even the most wary parent pleasantly promised a book or two for Christmas.



Another view of the Lazarus Book Department

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Next the teacher asked her pupils to write something about Book Week. These papers were so revealing that she turned them over to the bookseller.

Here are a few of the comments made by the children under the various headings of, "What Book Week Meant to Me," "How We Went About Book Week," "My Trip to the Bookshop," and "What I Like about Book Week."

One boy said: "Our teacher asked us to visit a bookshop. In our English classes the children gave reports on the different books which interested them. Some of the children bought books. Quite a few bought 1933's prize book 'Young Fu'. Other children gave book reports from the books in the school library."

Or we have: "Book Week meant quite a lot to me. It inspired me to read more books. It also made me want to own more books than I own. We had as our guest Mr. Kurt Wiese. He gave a chapel program and drew pictures for us. We all liked him. The display in our room was wonderful, I saw many books I never had heard of. During Book Week I bought the book called 'Hitty'."

Another said: "With so many good books to select from and to also have Mr. Wiese come to our school it makes Book Week all the more exciting. Mr. Wiese is an illustrator of books. He made the pictures for 'Young Fu' and many others, I don't see how anybody could help enjoying Book Week."

A girl thought: "A good book to me is more than a lot of pages and some pictures. When I read a book wherever it is taken from I always seem to be there."

And yet another said: "When I went downtown to Lazarus Bookshop I thought it very fine to get acquainted with so many books. If I had enough time I would have liked to devour a great many of the books there. Then when I went to the library on Thursday I thought it would be a great pleasure to be a librarian and read so many books. Then I might meet many authors and illustrators. You get so you yourself would like to be a book artist or write some stories."

These statements may not mean anything to the reader but to the bookseller they became more than mere indications. What were the results of the bookshop visit? Were there any books purchased? Indeed there

were. All of the books read by those children during the fall were in demand. "Young Fu," "Donkey of God," "Freddy the Detective," "The Blacksmith of Vilno," "The Story about Ping," "The Wind in the Willows." These boys and girls knew what they wanted. One little girl was given money for Christmas and wished to buy a book. She went to the bookshop with her mother and chose Hillyer's "Child's History of Art." The mother looked through the book. She said, "But why do you want this book? You understand that it is not a story?" "Yes," said the child, "I know all about it. It is about beautiful pictures and I like the way it tells about them." There was no more to be said, she bought the book.

These boys and girls are certainly a market for the bookseller and for the publisher. When booksellers realize that, they will not wait to lure grownups into their shops but will make friends with the youngest buyers. When publishers realize that there is such a market surely they will establish a better contact with that buying power. The twentyfive hundred boys and girls to whom Mr. Wiese and the bookseller talked in one day are entirely untouched by the usual book ad-Teachers and librarians will not do the job, neither of them feels any responsibility in that direction. No matter how alert, the bookseller cannot do the job alone. He cannot touch the market without the direct appeal of visiting authors and artists. The publishers can produce the direct appeal by sending out their authors and artists.

When the National Association of Book Publishers chose to promote the idea of Growing up with Books during the past Book Week they were aiming in the right direction. But one year alone will not do the work, that is, bring in results in sales. Starting at the top and reaching down into the market by urging on the bookseller, the teacher, or the librarian cannot, and does not have, the effect of direct contact with that huge ever-increasing market.

When publishers make out their budgets for 1934-1935 they may find it worthwhile to spend some of the advertising appropriation for railroad fare and hotel bills. And authors and artists are not usually so temperamental but that they may be persuaded to go forth and meet the ultimate consumer.

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Children as Customers

The Bookshop Which Captures the Personal Interest of the Children

Is Building for the Future

LOUISE A. BRANDON

IT IS DISTURBING to discover that children we were selling nursery tales to are suddenly appearing with required reading lists on which we find such titles as "Silas Marner," "Adam Bede," "Mill on the Floss," etc. These youngsters are our future customers. Are we putting forth our best efforts to awaken in them a love of books while they are still in the formative years? Do we make friends with them? Do we encourage them to come in and browse? Browsing is one of the first signs of the trend of thought that is presented by the child. He should be made to feel welcome, and if, through our efforts, he finds enjoyment in his excursions and in the books we recommend to him, he is destined to become a life-long customer. Is it not only wisdom to court him while he is still young?

In my experience children soon learn the way to the well stocked book department. They take possession of it with all the confidence of youth, sometimes spending several hours there while the elder members of the family are off on a shopping spree. The store enjoys having them, for it is an education in selling to note just what they will pick up and pore over. No two children are alike. One will become deeply engrossed in "The Earth for Sam," another will find an "Oz" book more to his taste. Sometimes they will astound you with their wide range of interest in every type of book, but most of them seem very normal. Where is the "very advanced" child we hear so much about?

Most books sold for children are purchased by adults, usually on the clerk's recommendation. When the child is doing the buying he generally makes his own selection. Adults are often vague about what they are looking for, but children always know. Relatives and friends sending gifts usually make a hit-or-miss guess at the age of the child for whom the book is intended. However, they invariably add "he's unusually bright." How

unfortunate. Many a book sold for the "very advanced child" is never read. A wise clerk disregards such statements and aims to please the child. Few customers can really judge whether a book is for a child of ten or fourteen. Many openly admit it. Often the decision is made because of a bright jacket, or perhaps the size is the attraction. Many customers judge a book by quantity rather than quality. How unfair to the child.

Sell Education by Reading

Very few parents know their children's reading ability or taste in literature. It seems a shame that in this land of opportunity for the young the delightful old custom of reading aloud should be so neglected. Our children have every care for their physical comfort lavished upon them, nothing is too good for them. How much more beneficial it would be to both children and parents if a little time were spent on this practice of reading aloud in the family. Perhaps we booksellers are a little to blame. Do we make an effort to sell them the idea of education by reading? That knowledge is mental food?

One of the most difficult things about selling juveniles is selecting the right book for the seven- and eight-year-old. Few children of seven can read "anything" in spite of the fact that most doting relatives believe they can, and eight- and nine-year-olds are often slow to learn. Sometimes they are just a little lazy. Books for children of these ages should be selected with the greatest care if they are ever to become booklovers. It is far better to give a youngster of eight "Sonny Elephant" and be sure he'll enjoy it, than make him struggle with "Robinson Crusoe" before he can understand it. Of course, if the book is to be read aloud that's another matter. But it is wiser to have a story a little too young if it is to be read by the child.

Children between seven and nine seem to have a particular fondness for stories about children of other lands—the "Twin" books

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of Lucy Fitch Perkins and the Madeline Brandeis tales are always popular. also like animal stories such as the "Dr. Dolittle" books and the Burgess animal stories. There are many individual tales that appeal to them. Most children of seven and eight are fascinated by "The Wonderful Locomotive," though it is often enjoyed by children even younger. "The Counterpane Fairy," "Pennie," "Poppyseed Cakes" and countless other simple tales will help the child over the years when he finds reading a little difficult. Often a child becomes a "special" customer if we are able to satisfy him when he is just becoming interested in reading.

Is It True?

Fairy tales are not so popular today as they were a generation ago. Some children still find them delightful reading, but fact rather than fancy is the vogue today. "Is it true?" is a question we frequently have put to us. They love jungle tales. Monkeys and elephants seem to have a particular fascination for young readers. Trains are the joy and delight of every age. No boy is ever too young or too old to show interest in them. It is amazing to know how many children can tell you all about the new stream-line trains. Many have seen the Zephyr and are always willing to describe it down to the very smallest detail.

At nine years girls begin to show a decided preference for stories about little girls. "Heidi," the Little Maid series, "Tuckaway House," "Secret Garden" are the type of tales that find favor with them. And sad to relate many read nothing better than the best trash. Others will have nothing but historical tales, while still others want a boarding school story. However, the universal favorite is a good mystery thriller. Boys and girls alike want them. Girls between ten and fourteen usually want "type" stories.

What Boys Like

Boys are more catholic in their tastes. Some go in for sea tales, or sport stories, but if you show them a good air story—well, that looks interesting too. Any adventure story will satisfy them as long as it has a good plot. Some boys like a submarine tale, some like a bit of piracy, while a tale of the French Revolution will intrigue others. Stories of dogs and horses are tremendously popular

with both boys and girls. Some children buy every one that comes on the market, although girls will often ask "has it a sad ending?" and will sometimes pass it up for that reason.

Every Saturday brings its hobby enthusiasts in quest of books on boat-building, airplane construction, chemistry, carpentry, astronomy, magic and many other subjects. And they want them up-to-date. In the past few years stamp collecting has gained a great many enthusiasts. Boys and girls, rich and poor alike are building collections. They seem to start from the cradle. Possibly the radio talks on this subject have had something to do with this increase. Perhaps it would be near the truth to say that there are three things most children have in common: stamp collecting, cartoons, and Mickey Mouse.

Men Are Easier

Selling juveniles is a difficult problem because we want to please the child and also the person buying the book. It cannot always be done. Men, as a rule, are easier to sell to. They usually rely on your judgment, though they frequently will select something that appeals to them, regardless of the fact that it may be far beyond the understanding of the child. Some women are right up to the minute on juvenile reading matter-have interesting opinions to offer-will buy a few books without haggling over the price, and are a joy to the bookseller. Others will buy lavishly without regard to price or content as long as it is the latest book published. Most women, however, set a price limit. If they are buying a gift the price spent is usually one dollar. Of course, we also sell a great many gift books, elaborate editions that appeal to the adult. Children over nine seldom are attracted to large books. They like a novel size better. A great many women and some men never spend more than fifty cents on any juvenile, and they have the quaint notion that if their children have a complete set of The Bobbsey Twins or the Nancy Drew mysteries they own all the books published.

Children often use a little psychology on their parents. They just can't seem to make a decision between two books. It works nine times out of ten. They get both. Or perhaps they are spending their own allowance. Funny how they seldom have quite enough.

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Mother to the rescue, or perhaps an adoring aunt. Aunts never fail.

Sometimes they take the required reading list into their own hands and add a few thrillers they would like to find on it. Perhaps it would not be amiss to say a word about these lists. Just mention "credit book" to any mother and the sale is made—not so

with the children—they simply hate the word Classic, Credit or Required. And who can blame them? When I see some of the lists for fifth and sixth grades I sometimes wonder if I wasn't just a little backward in my youth?

Well, it's an interesting business, selling juveniles, and lots of fun—even though it isn't always profitable.



Sixteen hundred books in 15 languages attract children to the Story Cove on the Enchanted Island at A Century of Progress

Books vs. Merry-Go-Rounds

The Story Cove Is a Center of Attraction for Youngsters at the Fair

MARTHA B. KING

Books and Merry-Go-Rounds are in friendly competition every day on the Enchanted Island at A Century of Progress in Chicago. One week this summer 2538 persons visited the Story Cove, an international library for children on the Enchanted Island, sponsored by the Library of International Relations in Chicago, and went away with new ideas regarding books and children. Thirteen hundred of these persons were adults, many of them teachers and librarians looking for new ideas for their own towns and their

own work. They watched the children taking time to read in between the more immediately stimulating trips to the Mountain, the miniature train and the theater.

The sponsor of the exhibit, the Library of International Relations, is a reference library with the object of supplying correlated material on all international affairs. Forty-six publishers donated their best books to make the Story Cove possible, and the Enchanted Island offers it as a gift to children and as a service to all those interested in children

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and their education. There are, all told, 1600 books in fifteen languages on the Story Cove shelves. All fifteen languages are read and more are asked for.

7 Boys-5 Languages

One evening I was alone in the Story Cove when seven boys suddenly swept into the place. They were all about 12 years old and apparently bent on imitating a cyclone. "Hello," I said, "Are you coming in to read?" "No," they answered in chorus and with such scorn that I make no attempt to imitate it. At the same time two of them started to look at the copy of "L'Histoire de Babar" which was open on the table. Babar is irresistible. "Can you read it?" I asked. They looked at the text. "What is it?" "French." With just one breath of a pause one of them said, "Got any Italian?" "Yes." "Aw, you have not." "Come on and see." They all followed me to the shelves, and when I produced an Italian book another spoke up in a taunting way, "Got any Polish?" "Yes." The wind was oozing out of their sails but they kept on for one moment. "Well then, you haven't got any German." Too bad, I not only had German but Czechoslovakian and Russian. Those seven boys were able to read five languages. For one whole hour, a very lively and refreshing one, they read to me and told me things I might never have known about those books. They have not only come back individually, but they have brought their friends.

The American children who cannot read foreign languages are also interested in the foreign books. There are little Dutch picture books which need no interpretation. The children love just to look at the French and German versions of "Peter Rabbit." "Pelle's New Suit" has been practically worn out, both the Swedish and English versions. Often we are asked to read the English version

of some book while the child tries to follow the foreign one.

The Story Cove staff and the librarians of Chicago and the surrounding suburbs, who have been more than generous with their time, their skill and their invaluable experience, tell stories during story hours. All kinds of stories are told. When the Fair celebrates the various national holidays, the folk tales of that country may be heard at the Story Cove. Often, with the younger children, picture books are used to impress the story on their minds.

There Are Many Exhibits

Of special interest to adults is a collection of all books which have won the Newbery Medal, bound in fine bindings by the Hertzberg Bindery. Educational material has been sent by ten groups interested in international education. Twenty-five different libraries have sent special booklists and bibliographies. We have organized our own collection so that its correlation to various school projects such as Indian life, contemporary life, geography, transportation, special countries, etc., may readily be seen.

We have our own booklist which lists books by country, gives author, illustrator, copyright date, publisher and price. This list will be ready the latter part of August and will be free to visitors in the Story Cove. By mail it will cost ten cents.

At the conclusion of the Fair the exhibit will be continued as an international library for children. Any project, given the encouragement which this has been given by both the publishers and A Century of Progress, and so well received by both children and adults, must go on. It shall continue as a tribute to the vision of those who made it possible and as a place where children may find knowledge, pleasure and the means of living happily in a complex world.

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"The sandman, all dressed in gray, beckons the children to dreamland with a few grains of his magic."

"Aristodemos learns to his surprise. That the last man of Thermopylas was a coward."

Two of the slides used in the Wagko Story Hour

Children Like Pictures

The Wagko Story Hour Stimulates the Child's Interest

A METHOD of stimulating children's reading which began as a hobby and led, through experiments, to a successful avocation is the Wagko Story Hour developed by Julia Wagner and Ruth Koch, two school teachers of Hazelton, Pa. The Story Hour includes colored lantern slides illustrating a particular story adapted to the chronological and mental ages of children. Miss Wagner, specially trained in public speaking, tells the stories and Miss Koch, an artist, paints the slides on plain or etched glass. Supplementary slides to go with the story concern the geography, history, literature, music, and art of the country which forms the setting.

Nine years of experimentation have been put into the development of the scheme. The actual experiment was carried on with two groups of children with actual and mental ages as nearly alike as possible. One group of children was given the regular teaching without visual material, the other was given the same teaching with visual material, and the results were compared. Then the groups were reversed and the same procedure carried out as a check on the first test. It was discovered that there was a 72.5% improve-

ment in the group using the visual aids, showing that children are to a great degree visual- as well as auditory-minded.

A questionnaire was issued to 800 children requesting their unbiased opinion regarding their preference of the photographic or "homemade" slide. Eighty-nine percent preferred the latter and 11 percent the former.

The experiment resulted in an increased demand for books at the library, and a definite improvement of the children's tastes. Miss Wagner and Miss Koch have presented their work before teachers' institutes, classrooms, churches, Bible schools, community and civic organizations, libraries, hospitals and private children's parties. The type of book illustrated may be fairy tale, fable, biography, adventure or poetry. Correlative reference lists are also furnished. The accompanying lecture is prepared in a convenient form and a special vocabulary for each story is arranged to suit the mental age level of the children. All necessary facilities including lantern and screen are provided. The Wagko may be engaged for story hours as an advertising feature for books, or slides and lecture will be rented or sold.

THE Dublishers' Weekly

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August 25, 1934

HOLD every man a debtor to his profession, I from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a -BACON. help and ornament thereunto.

Now for Reading Time

THE MANAGER of the children's section of a bookshop is inevitably a reader of his wares.



His constant with books and the day by day relationship with boy and girl readers make wide reading of children's books necessity. But the salesman or manager who must cover the whole range of adults' and

children's interests finds it more difficut to take time to read the books in which children are certain to delight. He knows the old classics from reading and reputation and is inclined to take the new ones on faith, but he could add very happily to his reading pleasures if he would sandwich some of the best children's books among the volumes on his home reading table, for tales of fancy and fairies when well done have an ageless appeal. Would we have wished to leave "Christopher Robin" or "Bambi" wholly to the children, or "Dr. Dolittle," for that matter, or "Hitty," or "Millions of Cats," the pictures of Emma Brock, of Helen Sewell, of the Petershams, or of the Haders?

Books of adventure also bring old and young comfortably together on common ground, just as do the Saturday Evening Post and Boys' Life when swapped by father and son, the boy turning to "Mutiny on the Bounty" and the father to "Triple Threat" or "Shuttle and Sword." Such swapping of reading matter makes close pals of father and son as well as of mother and daughter. Only the bookseller with a genuine familiarity with the interests of his young customers can build up a younger clientele. Secondhand recommendations are easily detected as such by boys and girls, and if the bookseller lacks a sincere feeling for children's books he cannot meet the children on a common ground when he talks books with them in the shop or even when he talks with their parents about the books. The perfunctory character of his suggestions is certain to leak through.

This month marks the beginning of a new year of books for boys and girls. In this issue of the Publishers' Weekly are listed all the new books and new editions which will be offered to boys and girls this fall. We suggest that every bookseller check a few of these for his or her own reading. This will be a prescription easy to take and with a

certainty of salutory results.

Reading to Interpret

IN A RECENT ARTICLE in The Elementary English Review, Dr. William S. Gray of the University of Chicago writes that among the first and most notable results of the efforts to teach silent reading has been the achievement of a steadily greater speed in both reading and the comprehension of what is read, and that the amount of free-reading done by the pupils has greatly increased. But teaching efforts, he points out, must now turn to the problems of the interpretation and use of what is read. Routine habits involving rate and comprehension are not to be neglected, he continues, but in addition "the guidance provided in the class-room should result in rapid growth in the power of interpretation, in ability to apply what is read in the solution of personal and social problems and in desirable changes in the personality of the

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on reading trends such an opinion must be considered as a challenge to the writers and publishers of the books which the children are to learn to interpret. The personal problems of the young people have certainly taken on growing complexity and the struggle for bare existence and the strain on family life have presented more crucial problems than those of the misused leisure of the 1920's. Can the bookshelves to which the young people turn be supplied with books that will throw illumination on these problems?

Social and economic problems are still more pressing and Society is acutely aware that the young people must take an earlier interest in and acquire an earlier judgment on matters of economic and political import. How will this need be reflected on the bookshelves of the schools, the libraries and the homes? Are the newspapers and magazines to be the only source of ideas? current books contributing anything of practical value in interpreting for the boys and girls the social problems of today? of no use to say that they will get all this when they grow up. The times will not wait. The problems of today are storming around us and the tempest is to last for some time. Those who write and publish books and those who put them into circulation must have the new needs constantly in mind.

Books already supply the material for this interpretation of personal and social problems in the form of fiction, biography, and travel books. May there not also develop a new type of book which will shed light on the affairs of today based on the wisdom of the past and on the hopes of tomorrow?

How Many Reprints?

In the half yearly total of English book output there is a total of 8765 new books, including 2726 new editions, an indication that the new book publications in England are paralleled by new edition reprints in a proportion of nearly 1 to 2. In comparison with these figures the number of new editions and reprints in the United States is small, in proportion 1 to 4 of new books. These contrasted conditions may be due largely to the fact that the fiction titles in England are converted so promptly into reprint editions and to the fact that England has developed a larger market for reprints of old fiction classics. In England reprints

may be made within six months of publication of the first edition, while in America the period between issuance of the original edition and issuance of the reprint edition is one year. These differing methods of distribution are the outgrowth of book buying habits which have become ingrained in the reading public.

A Step Forward

OF EXTREME IMPORTANCE to the booktrade is the announcement made by the Woman's Home Companion that beginning with its October issue it will carry a series of six monthly articles on books, with the emphasis laid on the place of books as a part of the necessary equipment of living. It is fortunate indeed that the Woman's Home Companion should have chosen so able a conductor of this department as Harriet Anderson of the Channel Bookshop, a person who understands not only books but the people who buy them.

This is a new departure and one which should have far-reaching effects. The six articles are not planned as reviews, but as a sympathetic discussion of the part books must play in a well-rounded life. The emphasis will not be on new books, though new books will be included, but on the value of reading, owning and using books. The first article, as announced, will be concerned with books as necessary tools in the home, as something one cannot get along without. The second will stress the value of books in stimulating, helping and guiding any hobby that may appeal to anyone. The third will discuss books as gifts.

It is seldom that a bookseller is given the opportunity to talk books with more than two million people. Miss Anderson will have that opportunity and we are enthusiastic over the prospects.

Coming

FALL ANNOUNCEMENT Number

SEPTEMBER 15th

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News of the Week

Library Schedule Hearing Set

On August 29 the National Recovery Administration will hold a public hearing on the schedules for library discounts which have been prepared by a special committee appointed by the Code Authority of the Retail Booksellers. The hearing will take place at ten A. M., in Room 2062, Department of Commerce Building, Harry C. Carr, Deputy Administrator.

Section 3 of the Booksellers' Code excepted from the schedule providing for the maintenance of retail price for six months after publication "sales of books to public libraries, schools and school libraries, colleges and college libraries, church libraries, charitable organizations, state reading circles and other public agencies for institutional and/or institutional library purposes only, provided that if the Booksellers' Code Authority shall at any time, with the approval of the Administrator, fix discounts for such sales, discounts in excess thereof shall not be allowed. Any discount shall not be increased beyond that amount by special consideration."

In compliance with this section of the Code and in the endeavor to bring order out of chaos in the field of distribution of books to libraries, the Code Authority appointed a strong committee, of which Virginia Kirkus is chairman, to prepare a report to be presented to the Administration. This committee collected data on the cost of handling books in quantity and collated the rates as they had developed under the highly competitive situation that has been characteristic of this business for several years. As a result of this study and after numerous conferences with the representatives of the Book Buying Committee of the American Library Association a schedule was brought in that embodied scales of 15%, 20% and 25% according to the size of the library's book appropriation This plan seemed fair to many of the trade but was protested by others, especially by those at a distance where freight rates are high; it was considered a fair proposal by many librarians, but others who had obtained longer discounts saw in the rates a curtailment of their buying power.

The American Library Association has decided to protest the schedules, has asked for

a public hearing, and the Chicago headquarters are organizing the opposition to appear in Washington.

A provision for such a schedule in the Code was included because the unchecked confusion among booksellers, jobbers and publishers in serving the libraries has been one of the disintegrating forces in the book business. The booksellers felt that if the booktrade, like other American industries, was to be put into working order for a better day, the library order situation must be stabilized. They declared that library competition was second only to the use of books as "loss leaders" as a handicap to the development of an adequate distribution of books.

The booksellers point to the efficient and highly praised book systems of European countries where institutions are allowed from 5% to 10% discount from what the individual pays. These rates are strictly observed as part of the book distribution system.

The proposed schedule is as follows:

To libraries whose annual appropriation for the purchase of trade books, text books, and other short discount books is less than \$10,000, discounts on trade books are not to exceed 15 per cent.

To libraries whose annual appropriation for the purchase of trade books, text books, and other short discount books is between \$10,000 and \$30,000, discounts on trade books are not to exceed 20 per cent.

To libraries whose annual appropriation for the purchase of trade books, text books, and other short discount books is over \$30,0000, discounts on trade books are not to exceed 25 per cent.

Discounts on text books and other short discount books are not to exceed 10 per

All of the above terms shall be f.o.b. city of sale. The sale of books not governed by Section 3(a) of Schedule B shall be subject to the above discounts, except in such instances where the bookseller is offering such books to the general public at prices lower than the published price, less the library discount.

The above terms shall not apply to schools and colleges except where they buy for library purposes.

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Book Week Plans Announced

WITH THE ANNOUNCEMENT that the slogan for Book Week this year will be "Ride the Book Trail to Knowledge and Adventure," plans for the observance of the sixteenth annual Book Week, November 11th to 17th, are well under way. Reading as a hobby and an adventure in itself and as an indispensible guide to whatever other hobbies modern children want to pursue will be the theme of the week, according to Marjorie Griesser, executive secretary of the National Association of Book Publishers.

The poster this year will be a colored drawing, with the artist yet to be decided upon. At least 14 magazines, including all of the children's magazines and the Atlantic Monthly, Pictorial Review, Delineator and others, will carry special features in their November issues to mark the Week.

A leaflet of suggestions for Book Week exhibits and programs is now being prepared by the N.A.B.P. and will be ready for distribution with the new poster in September. Schools and libraries are expected to offer the same full cooperation which they have contributed in the past.

Bowman Celebrates 50 Years

THE UNION LIBRARY ASSOCIATION, one of the first firms in the country to devote itself exclusively to direct selling, is celebrating a half century of successful business. The firm is equally well known by its trade name, Charles L. Bowman & Company. Herbert L. Bowman, son of the founder, is treasurer and general manager, while Mrs. Charles L. Bowman is president and Mildred L. Bowman, daughter of the founder, secretary.

The Union Library Association stems from the Home Library Association, which was founded in Chicago. Its first catalog consisted of publications selected from the output of Belford, Clarke & Company, now long out of existence but remembered by anyone who was connected with the subscription business in its early days, and included was Webster's Unabridged Dictionary. The second year the catalog was enlarged, and Charles L. Bowman, then in charge of the Baltimore office of the firm, branched out and offered titles not handled from the Chicago headquarters, and in 1887 this office began to offer to take orders for any books which members wanted.



Herbert L. Bowman

General Manager of the Union Library

Association

following year Mr. Bowman went to New York, where he developed a nation-wide mail-order business without retail connections. Mr. Bowman solved the problem of obtaining a mailing list by following the suggestion of John Brisbane Walker to advertise in his magazine, the Cosmopolitan, a ten cent magazine which was a sensation of the day. This advertising brought in all the members that were needed, and whenever more names were wanted the same method was used and used successfully. This and word of mouth recommendation kept the house on a basis of steady growth. In 1807 Mr. Bowman purchased all rights to both the Home and the Union Library Association, and in 1908 it was incorporated in the State of New York as the Union Library Association.

The firm is celebrating its anniversary by taking larger quarters at 367 Fourth Avenue, with about twice the amount of floor space it had at the old address, 118 East Twenty-fifth Street.

Channel Bookshop Incorporates

THE CHANNEL BOOKSHOP of New York City has been reorganized under the laws of the State of New York as a corporation, The Channel Bookshop, Inc., as of August 1st, 1934. Carol Fleming is president and secretary, and Harriet Anderson is vice president and treasurer. All of the assets have been transferred to the corporation and all the liabilities assumed by it.

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Woman's Magazine Plans Articles on Books by Miss Anderson

A series of six articles on books, to be written by Harriet Anderson of the Channel Bookshop, New York, will begin in the October issue of the Woman's Home Com-These articles will be about two columns in length and will be prepared with the idea of helping to make books more a matter of course in the home, of helping people to see that books have their place in a household budget as part of the necessary equipment of living. Through these articles, Miss Anderson says, it is hoped to stimulate interest in reading and owning and using books, whether for character building, information, professional reasons, or just for fun and diversion. The articles will not lay emphasis on new books, but will mention old and new titles together.

The subject of the October article is "Time Out for Reading." It is concerned with books as necessary tools in the home. The November article is on hobbies and will probably be called "Hobby Horses Should Have Books in Their Saddle Bags." Children's and adult books as gifts will be the subject of the December article. Miss Anderson will also offer to answer queries about books at the end of each article.

This is the first series of articles on books carried by the *Woman's Home Companion* in a number of years, and it is felt that there will be a good deal of interest among the readers in the new angle of approach.

Columbia Plans Book Courses

COLUMBIA UNIVERSITY has announced a number of courses on the arts of the book and appreciation of printing for the next school year. A course in the History of Bookmaking will be given on Wednesday evening during the winter session by Dr. Hellmut Lehmann-Haupt, who is well known to readers of the Weekly for his monthly department on "Books about Bookmaking." In the spring Dr. Lehmann-Haupt will offer a course in Modern Bookmaking, also on Wednesday evening, to which only students who have taken the History of Bookmaking course will be eligible. On Tuesday afternoon in the spring session Dr. Lehmann-Haupt will direct a course on Bookbinding. A course on Manuscript Painting, will be

given during the winter session by Meyer Schapiro of the Fine Arts department. John Clyde Oswald, managing director of the New York Employing Printers Association, will give his usual course in Typography and the Preparation of Material for Printing and Publishing in the Extension division on Thursday morning and Friday evening in both winter and spring sessions. Dr. Frank Weitenkampf, curator of the Print Department of the New York Public Library, will give a course on Wednesday afternoon from February to May on Book Illustration. This class will meet at the New York Public Library after the first session. There will be an introductory course for first-year students in the School of Library Service on the History of Books and Libraries, given by Professor Mary M. Shaver in the spring session.

Miner's Bookshop Saved

FRIENDS of the late William Harvey Miner have saved his internationally known bookshop in Saint Louis for his widow by paying a \$2,000 mortgage note. Mrs. Miner has said that she will continue to operate the shop until a buyer can be found who will take the entire business at a price commensurate with the value of the stock.

Scribner Will Filed

THE WILL of Arthur H. Scribner, President of Charles Scribner's Sons and son of the founder, who died in 1932, has been filed after appraisal of the estate. Included in the total of \$1,758,165 net was 740 shares of Class A stock of Charles Scribner's Sons publishing business appraised at \$642,500. The administrators have sold 400 shares of this stock to Charles Scribner, Jr., now President of the firm. Mr. Scribner also left 284 shares of Class B stock valued at \$1420. Arthur H. Scribner inherited from his father, Charles Scribner, \$10,000 in cash for which he accepted ten shares of the stock of the publishing firm valued then at \$1,000 a share. In explaining the value put on the stock the accountant submitted a balance sheet of the firm which showed profits in 1929 of \$289,309, in 1930 \$281,118, 1931 \$174,278, 1932 a deficit of \$40,661. Mr. Scribner left a bequest of \$150,000 to Princeton University for classical learning and a large part of his estate in trust for his widow.

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Miss Salt Opens Editorial Office

HARRIET SALT, who was formerly buyer for the children's book department of Brentano's, has set up an office to offer publishers editorial service for children's books. Miss Salt feels that her service will be particularly valuable to publishers who have no children's editor, as her long experience in the children's book field enables her to give practical advice from the point of view of the trade and the public. Miss Salt offers a general service, reading manuscripts, suggesting ideas for books on certain neglected subjects, suggesting titles to add to a series and assisting in the make-up of new material. Her office at 516 Fifth Avenue, Suite 405, has been open since March of this year and already a number of publishers have availed themselves of her service.

Book Guild Announces Medal

THE BOOK GUILD of London has announced an annual award of a gold plaque or medal, donated by a member of the Guild. to what is considered to be the Book of the Year. The medal for 1934 will be presented early next year.

Princeton Library Seeks Funds

CHARLES SCRIBNER, JR. is one of the trustees who will supervise the raising of funds for Princeton's new library, which is to provide for the housing of 2,000,000 books. Last April the Friends of Princeton Library, the organization which includes many of the booktrade and which has been directed by Whitney Darrow of Scribner's, gave a dinner at the Hotel Plaza in New York intended to increase the interest in this project.

Austria Adopts 50-Year Copyright

AUSTRIA HAS ADOPTED the term of 50 years after death as the period for the extent of copyright protection, thus putting her law in line with that of most European countries. The Austrian term has been 30 years after death.

Correction

IN AN OBITUARY NOTICE of Ruth Silliman we were in error in saying that Their Book Shop was located in Denver. The shop has been in Colorado Springs, Colo., ever since its inception, and is owned by Carol Truax.



Encyclopedia Britannica's new reference work for children is shown here in its deskcontainer

Britannica Issues Encyclopedia Exclusively for Children

A MODERN ENCYCLOPEDIA Written exclusively for children from pre-school to junior high school age makes its appearance on September 1st with the publication of "Britannica Junior," published by the Encyclopedia Britannica. This juvenile reference work is in no sense an abridgement of the Encyclopedia Britannica, but has been planned and written by a group of eminent child educators in collaboration with the editors of the Encyclopedia Britannica. The editors state that the Britannica Junior is not intended for any child over fourteen. It is designed to supplement the school work of children of pre-school, elementary school and junior high school ages.

The set consists of twelve volumes, attractively designed, which come in a novel combination book cabinet-desk-container made of wood and covered with a durable paper carrying an attractive design. Two bindings are available, one in blue and silver, shown above, and the other in red and gold. The Included in the bindings are washable. twelve volumes are a ready reference volume, which is a concise encyclopedia in itself, and a study guide, edited by Dr. Frederick L. Redefer of the Progressive Education Association and twenty other specialists in child There are 140 modern maps, education. 3,000 half-tone illustrations many in full-page color, and other instructive features.



Longmans has made up a special juvenile poster 30" x 36" which is being sold with a unit of books, the titles being optional. There will be a special tie-up feature involving a full-page ad in the December issue of "Parents' Magazine" which will use the ship and headline. Bookstores in towns of 100,000 population and over, using the display, will be featured in the ad

In the Juvenile Field

IF SUMMER BUSINESS is any index at all to fall and Christmas sales it looks like a good year for children's books. Not that juveniles have been exactly booming this summer, but heads of children's book departments in the New York stores have noticed a general loosening of the purse strings and report almost unanimously that this summer has been better than last. Parents and relatives, they say, seem a little more willing to put money into children's books. One of the best pieces of news came from Marion Cutter and Mrs. Pauline S. Aird of the Children's Bookshop, who reported that on the 16th of August they had already doubled last August's sales.

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The Children's Bookshop had a very successful time this spring with bird books. Children, they have discovered, are becoming more and more "bird-minded," and are joining bird clubs enthusiastically. The fact that there were a number of good bird books available, made it that much easier. One of the most successful titles was "Songs of Wild

Birds" by Albert R. Brand (Nelson), which contains phonograph records of 36 bird calls. The records and the book in the downstairs window display of the shop brought all kinds of inquiries and made many sales. To enhance the interest the shop held an exhibition of original paintings of birds by Francis L. Jacques, from "Florida Bird Life" by A. H. Howell, and by Roger Tory Peterson from his "A Field Guide to the Birds." The latter book was another popular title with the customers.

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At the Putnam Bookstore Mrs. MacGillivray told us that she was particularly impressed by the continued demand for chil-"Pinocchio," classics. "Heidi," "Davy and the Goblin" and the many other favorites have all had good sales this summer. The Scribner Illustrated Classics have also been very active. Among the newer books the favorites are "Boats," by Harriet Salt, the Bertha and Ernest Cobb titles, "Tim Tadpole and the Great Bullfrog," and the four Petersham story books of things we use. More and more popular with children are books on constructive work, painting, modeling, sewing, etc., Mrs. MacGillivray tells us.

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The Scribner Book Store has been having a good summer business in juveniles, Mrs. Taylor, the head of the children's department reported to us last week. Out-of-towners, in New York on their holidays, often look up Scribner's just to send a book back home from the well-known store. We asked Mrs. Taylor whether most of the books bought this way were about New York and she told us that tourists usually bought books about their own locality to send back. One of the attractions of this department is a perpetual exhibit of painting by children's book illustrators. Just now there are numerous attractive paintings by Paul Bransom, N. C. Wyeth and Wilfred S. Bronson who is our favorite painter of fishes. Mysteries and Airplane stories have been in demand all summer at Scribners, and the Scribner Illustrated Classics always sell there.

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At Brentano's Theresa Torney told us that girls are waiting in line for "Growing Up with the Grapers," so attached have they become to Elizabeth Corbett's writing. Boys, spurnil patient by Ho popula written

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spurning the Graper girls, are equally impatient to read "The Ship without a Crew" by Howard Pease. Horse books are always popular here and so are books of adventure written by authors who "know their stuff."

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At Young Books we found preparations for the fall season in full swing after a much better summer than last year. Mrs. Kimball told us that July was a third better than last year and that they had sold many more books. While the greatest advance was in the sale of adult books, Mrs. Kimball said that they had had much more business than before with books on recommended lists for children from various schools. "Long Island's Story" by Jacqueline Overton, a perennial favorite with the shop, is being emphasized right now with good results. The Arthur Ransome books are also going very well. Mrs. Kimball says that she always recommends that parents begin with the first book in the series "Swallows and Amazons" and work through the four books, rather than buying the latest first.

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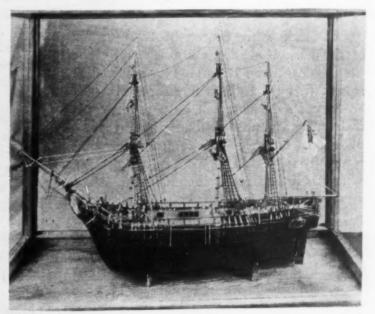
A complete card index of all her young customers, showing their birthday and listing all the books and toys purchased for them from her shop enables Katharine L. Brooks of Battle Creek, Michigan, to offer a real service to parents, relatives and friends of children in her neighborhood. Mrs. Brooks has her shop in her own home and it has grown so fast since its establishment two years ago that she has had to move it from the front sun porch to a larger room inside the house. Several days before each child's birthday she sends out a card to the parents listing the titles of a few books which she particularly recommends for the child's reading.

Mrs. Brooks says that she tries to supply the very best of the cheaper editions, so long as illustrations, type and paper are good, as well as the more expensive books. She keeps her stock limited for the most part to the tested standard titles like "Peter Pan," "Dr. Dolittle," and "Pinocchio," because, she says, "I do not like to buy a book

for my own children until I see how it is going to live or if it meets the approval of several of our authorities on children's books."

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Mildred Clyde Armstrong, in charge of the juvenile department of Harry Hartman, Bookseller, in Seattle, Washington, has made up a very attractive booklist for boys and girls, called "The Growing Library." The front cover show a photograph of a little girl-Mr. Hartman's daughter, Pamelia, was the model—taking a book from a child's bookcase. Inside is a foreword by Siri Andrews, chairman of the Newbery Prize Award Committee and chairman of the A.L.A. Section for Library Work with Children, and explanation of the need of the child for a Growing Library, and a list of suitable books by ages. Miss Armstrong says that already 3000 copies of the list have been distributed since its publication last October and that a re-issue is planned for this fall with revisions.



A special display in the book department is one of the features Marshall Field is putting on for the benefit of visitors to the Fair. Six paintings by Anton Otto Fischer for the "Beacon Hill Bookshelf" edition of "The Dark Frigate" by Charles Boardman Hawes, a Newbery Medal Book, are one feature. Another is the model of "H.M.S. Bounty," shown above, made by Commander Tufnell of the British Navy, from data preserved in the British Admiralty. "Pitcairn's Island" the concluding novel of the trilogy by Charles Nordhoff and James Norman Hall will be published on November 9th

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News from Publishers

The meteoric career of Major L. L. B. Angas's "The Coming American Boom" has the New York booktrade breathless at the moment. Simon & Schuster signed a contract for the North American rights on Thursday night, August 16th, and placed an order for a first edition of 2,500 copies. Even while the order was being placed requests for the book began coming in in quantity. The first edition was increased to 5,000 copies, then to 7,500, then to 10,000. Mortimer and Wolling, who had the printing order, set up and printed and bound in paper covers the entire first edition in time to get it to the trade on Monday, which comes near to being a new American record for speed in publishing. Advance orders from booksellers amounted to 8,200 copies during the first two days, and sales by Wednesday had mounted to 14,700 copies. The total printing on Wednesday was 23,000 copies. The book is bound in paper covers and contains 32 pages, legal foolscap size.

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Karl Placht at the Beacon Bookshop is one of the many bookseller enthusiasts for "The Coming American Boom." He thinks, with reason, that the book is due for a big sale. So he has sent out postal cards to all of his male customers and has done intensive telephoning. The telephone campaign brought results from 50% of the persons approached, which is much better than average. The Beacon Bookshop also ran a small ad in the Times in conjunction with the larger ad inserted by Simon & Schuster. The Doubleday, Doran Bookshops have also been active in getting immediate orders for the book. One shop, we understand, sold 2,500 copies to one customer, a brokerage house. The Doubleday shops ran an ad in the financial section of the Times before publication.

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Simon & Schuster have printed up 25,000 leaflets for use in promoting "The Coming American Boom" which they will supply to all interested dealers. There are also attractive streamers which will be furnished on application, and Simon & Schuster will split 50-50 with dealers on local advertising. It looks like the money.

Macaulay also has a prosperity report. "All the Skeletons in All the Closets" by Kenneth Fowler, which is in its second printing, has been having bigger reorders than any Macaulay book since 1932. The dramatic rights of this book have been sold to Chester Erskine, who produced "Sailor Beware" and "The Last Mile."

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Some of the cleverest publishers' advertising we've seen in quite a while is being run by Doubleday under the caption "We Visit the Bookshops." The copy reads, in part, "Last week, when things began to brighten up in the book business, we thought we'd just drift around among some of the country's best-known shops and find out, if possible, why. Here are some of the interesting things we saw: In Lord & Taylor's smart Book Department Miss Ellen Ennis was telling the customers about the fun in 'Holy Deadlock.' Miss Ennis is a fan, as she was for Herbert's 'The Water Gypsies.' . . . In Brentano's—spying—we heard a very curious argument between a customer and her daughter about the title of 'The Crooked Lane.' . . ." In all, four shops are mentioned in the first ad, which appeared in Herald Tribune Books and more are to be featured in following ads.

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The Columbia University Press has taken over the sales rights of the following publications of The Welfare Council of New York City: "Dubois: Guide to Statistics of Social Welfare in New York City," Laidlaw: "Population of the City of New York, 1890-1930," Laidlaw: "Statistical Sources for Demographic Studies of Greater New York, 1920," and "Survey of Work for Boys in Brooklyn."

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John F. Hossenlopp has been added to the staff of Claude Kendall, Publisher, as an assistant editor.

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A new hobby book is announced by Harper's. It will be called "Hobbies for Everybody," with fifty representative hobbies, each presented by one of its well-known devotees. Fanny Hurst tells about cats, Albert Payson Terhune discusses dogs, Tony Sarg writes on marionettes, Ellis Parker Butler on stamps, etc. It will be published in September, edited by Ruth Lampland.

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We can look forward to reverberations in the field of sociology this fall when Harcourt, Brace publishes Pareto's great treatise, "The Mind and Society." The set will be \$16 before publication date (November 1) and \$20 afterwards. Alfred A. Knopf will publish on September 4 "An Introduction to Pareto" by George C. Homans and C. P. Curtis, Jr., two Harvard graduates who studied Pareto under Professor Lawrence J. Henderson, the first Pareto seminar to be conducted in an American university.

Harold B. Earl, Pacific Coast representative for Charles Scribner's Sons, is severing his connection with that firm as of December 31, 1934, and will be available to publishers as a representative in the Far West beginning January 1, 1935. His address is 1336 Carlos Ave., Burlingame, California.

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Victor Reynolds who has been connected with the Ronald Press has been added to the staff of F. S. Crofts & Co. He will travel in the Middle West, visiting colleges. Sheldon S. Voorhis, a former newspaper reporter and special writer has also been added to the Crofts staff to travel in the South. Reynolds and Voorhis were classmates at Dartmouth in the Class of 1927.

The Golden Cross of Honor of Austria has been awarded to Robert J. Cuddihy, Vice President and General Manager of Funk & Wagnalls Company, for his work in alleviating post-war suffering in that country, particularly among children. The presentation was made by Dr. Friedrich Fischerauer, Consul General in New York. Mr. Cuddihy has been similarly honored by France and Belgium.

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Our contemporary and almost next-door neighbor *The New Yorker* is the subject of a detailed account in the August issue of *Fortune*. The development of *The New Yorker* into a magazine which, more than any other popular periodical, covers its field completely, is a thrilling one.

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Edgar Rice Burroughs will see his 40th book in print when he publishes "Tarzan and the Lion Man" on September 1st. All of Mr. Burroughs' previous books are still in print.

For the past five consecutive months one of Claude Kendall's books has won honorable mention for beauty of design and format in the *Bookbinding Magazine*. These titles have been "Glass," "Gesar of Ling," "The Jade Lotus," "The Surrender of Helen" and "The Hundredth Man."

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The first fall list of the Random House as general publishers shows plans for a half dozen new volumes besides the *Modern Library* titles and fine editions. These include a volume on architecture, "Rameses to Rockefeller"; poetry by Stephen Spender and W. H. Auden; the new play of George Kaufman and Moss Hart, "Merrily We Roll Along," and short stories by Saroyan. The *Modern Library Giants* adds "Don Quixote," Browning's "Poems & Plays" and the series adds to its list of contemporary work Thomas Wolfe's "Look Homeward, Angel."

New Shops

Daytona Beach, Fla.—Mrs. Ann Thayer, formerly manager of Burdine's, has opened The Wayside Lending Library. She is considering adding a children's book department.

Oak Park, Ill.—The Westgate Book Shop, dealing in new, old and rare books, has recently been opened at 1105 Westgate. Richard A. Burleigh, formerly assistant manager of the Economy Book Store in Chicago, is the manager.

Roanoke, Va.—The Cavalier Bookshop was opened on August 1st at 207 East Main Street. The shop has general books and gifts for sale and is owned by Amey Smyth and Dorothy Dawson.

Closed Shops

Chicago, Ill.—The Bantam Bookshop at 5307 Kimball Ave. is out of business.

Houston, Tex.—Parrish's Book Store, 413 Fannin Street, has been closed.

Changes in Personnel

Philadelphia, Pa.—Wm. J. Traphagen has succeeded Warren G. Hastings as manager of of the branch store of George W. Jacobs Co. at 1340 Walnut Street.

Seattle, Wash.—Miss M. Dorsey is the new buyer for Lowman & Hanford Co., succeeding Joel E. Erickson.

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Market News

One Month from Now - A Forecast

- THE ANTEROOM, by Kate O'Brien. Doubleday, Doran, \$2.50.
- KINGS AND NUMBERS, by Tiffany Thayer. Mor-
- LUST FOR LIFE, by Irving Stone. Longmans, Green, \$2.50.
- MORE HARBOURS OF MEMORY, by William McFee. Doubleday, Doran, \$2.50.
- OMAR KHAYYAM, by Harold Lamb. Doubleday,
- Doran, \$3.
 TENTS IN MONGOLIA, by Henning Haslund.
 Dutton, \$5.
- CANDY, by L. M. Alexander. Dodd, Mead, \$2.50.
- THE TEN MILLION, by Mark Hellinger. Farrar & Rinehart, \$2.50.
- THE GOLDEN SPIKE, by Floyd Dell. Farrar & Rinehart, \$2.50.
- THE WORLD AS I SEE IT, by Albert Einstein. Covici, Friede, \$2.50.
- CONTRACT BRIDGE RED BOOK ON PLAY, by Ely Culbertson. Winston, \$2.
- THE FOLKS, by Ruth Suckow. Farrar & Rinehart, \$3.
- STAGES ON THE ROAD, by Sigrid Undset. Knopf, \$2.75.
- THE CHALLENGE TO LIBERTY, by Herbert Hoover. Scribner, \$1.75.

 NEW FRONTIERS, by Henry A. Wallace. Reynal

& Hitchcock, \$2.

- Sept. 26. There will be a handsome display card for the new novel by the author of "Without My Cloak" and an ad. schedule to take in newspapers in all the large cities.
- Sept. 26. "One Woman," published by Morrow sold 16,891 copies. There will be a poster on request,
- Sept. 26. L. G. has a sheaf of enthusiastic letters from advance readers. There will be a big adcampaign and tie-ups with art shops, museums and galleries. Poster and imprint circular, and small Van Gogh posters to be sent out with promotion letter.
- Sept. 26. D. D. is making a non-fiction display card on this, "Omar," Margaret Goldsmith's "Mesmer" and "Her Majesty Elizabeth," all coming on the 26th.
- Sept. 26. A fictionized biography by the author of "The Crusades." etc. Imprint postcards available
- "The Crusades," etc. Imprint postcards available. Sept. 26. One of Dutton's big books of the season, a young explorer's romantic and exciting account of life in Mongolia. The book has a stunning jacket.
- Sept. 27. D. M. reports a fine advance sale on their Prize Novel. There will be a colored poster 11 x 14 in addition to a special window display composed of cards carefully reproducing the six full-page illustrations by Rockwell Kent. Generous ad. appropriation for national media. The book has a triple appeal—a good story, the special southern angle, and it's a Kent first edition.
- Sept. 27. Broadway in the Prohibition Era as seen by a w. k. columnist. Broadsides to the trade.
- Sept. 28. What money does to people's lives is the theme of this modern novel. To be advertised.
- Sept. 28. Dr. Einstein's philosophy of life, his views on war and Nazism, and his own estimate of his scientific labors.
- Oct. 1. Total sale of Culbertson books is 1,200,000 copies. See news story on p. 493, Aug. 18th P. W.
- Oct. 1. This first Suckow novel on the F. & R. list is the Literary Guild selection for October and Farrar's most important novel of the season. Promotion and advertising, of course. There'll be banners and announcement-order cards for bookstores like those on "Anthony."
- Oct. 1. Essays, some of them on extraordinary historical figures in the Catholic Church and some about the author's own religious faith.
- Oct. 3. Dual selection of the Book-of-the-Month Club for October. Take your choice!

Out This Week

- ALL'S FAIR, by Captain Henry Landau. Putnam, \$3.
- CANDLES IN THE STORM, by Robert Littell. Harper, \$2.50.
- The story of the British Secret Service behind the German lines in a good-looking octavo volume.
- A stranger brings trouble to the people of a New England literary and artistic colony. The first novel of a well-known dramatic critic.

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Market News

Out This Week-Continued

THE COMING AMERICAN BOOM, by L. L. B. Angas. Simon & Schuster, \$1.50.

DUSK AT THE GROVE, by Samuel Rogers. Little, Brown, \$2.50.

THE ELECTRIC TORCH, by Ethel M. Dell. Put-

END OF THE CHAPTER, by John Galsworthy.

FAMILY MATTERS, by Louise Platt Hauck. Penn, \$2.

FULL FLAVOUR, by Doris Leslie. Macmillan, \$2.50.

GLORY JAM, by Caroline Seaford. Minton, Balch, \$2.

HEART, BE STILL, by Isabel Wilder. Coward-

HONOR BOUND, by Faith Baldwin. Farrar & Rinehart, \$2.

THE JEALOUS HOUSE, by Clarence Budington Kelland. Harper, \$2.50.

LIGHTSHIP, by Archie Binns. Reynal & Hitch-cock, \$2.50.

AN OUTLINE OF RELIGION, by E. R. Appleton. Kinsey, \$5.

SECURITY SPECULATION, by John T. Flynn. Harcourt, Brace, \$3.

VENETIAN MASQUE, by Rafael Sabatini. Houghton Mifflin, \$2.50.

Rushed through the presses in record time, 15,000 have already been printed and S. & S. got orders for 8200 in five days. The optimistic views of an English economist.

The Atlantic Prize Novel—enough said. L. B. reported a 15,103 advance several days ago and a third printing, totalling 25,000.

"It tells of the dangerous emotions that stir so quickly beneath a tropic sky."

The "Cherrell Saga" in a good-looking one volume

A wholesome, happy story of one marriage—the Wentworths, from the time of their engagement until their children are grown up and married.

An excellent novel of the three-generation type. Macmillan has a special poster reproducing the very attractive jacket, and imprint postcards. They report a good advance and enthusiasms from the trade.

The amusing story of Lift-the-Latch, a country house that a scatter-brained English family tries to run as a "guest house."

A new novel by the author of "Mother and Four" the love story of a girl devoted to her father.

Laurie and Hank, both disappointed in love, decide to marry each other and try to make a success of marriage based on respect and the same ideals.

A novel about a new generation of Van Horns whose story was begun in "Gold."

A novel about the lives of the men on a Pacific coast lightship. Try it on the customers who like "Slim."

Traces the history of all religions simply and clearly.

Illustrated with line drawings.

A very timely examination of the economic effects of security speculation. The author concludes that they are bad.

Romantic adventure in Venice in the time of Napoleon. Serialized in *Liberty* under the title, "Hearts and Swords."

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart, \$3.

SO RED THE ROSE, by Stark Young. Scribner, \$2.50.

LAMB IN HIS BOSOM, by Caroline Miller. Harper, \$2.50.

HOLY DEADLOCK, by A. P. Herbert. Doubleday, Doran, \$2.50.

Reported high on every list of best sellers in the *Times*, except that from Washington stores. First in San Francisco. The Chicago *Daily News* tells us it was the best selling novel in that city last week.

So far as we can see this is running neck and neck with "Anthony," which we put first only for alphabetical reasons. N. Y., Philadelphia, Washington, Chicago and New Orleans stores listed it first in the *Times*. It was the best seller at McClurg's last week, too.

First in fiction on the Herald Tribune's latest best seller list. Also reported first by Boston and Atlanta stores in the Times.

Second printing. Listed by every city in the *Times* except Atlanta and New Orleans. D. D. has a new bright blue band for the book if you want it.

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Market News

Current Best Sellers - Continued

- GOOD-BYE, MR. CHIPS, by James Hilton. Little, Brown, \$1.25.
- WHILE ROME BURNS, by Alexander Woollcott. Viking Press, \$2.75.
- STARS FELL ON ALABAMA, by Carl Carmer. Farrar & Rinehart, \$3.
- NIJINSKY, by Romola Nijinsky. Simon & Schuster, \$3.75.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey House, \$1.50.
- YOU MUST RELAX, by Edmund Jacobson. Whittlesey House, \$1.50.

- Listed by every city in the *Times* except Philadelphia, Atlanta and New Orleans. Third on the *Herald Tribune* list.
- 40,000 sold. Doing 1500 a week, and Viking is planning a new campaign with a sale of 100,000 copies as goal.
- High on every city's list in the Times except one. Second on the Herald Tribune's latest list.
- Selling over 800 a week, with a total of 17,000 so far. The best seller in non-fiction in Chicago and St. Louis last week according to the *Times*.
- A best seller in N. Y., Boston, Atlanta, St. Louis, New Orleans and Chicago.
- The Daily News tells us it is again the leader of non-fiction in Chicago.

Other Bookstore Favorites

- THE CROOKED LANE, by Frances Noyes Hart. Doubleday, Doran, \$2.50.
- SLIM, by William Wister Haines. Little, Brown,
- THE BALLIOLS, by Alec Waugh. Farrar & Rine-hart. \$2.50.
- HITLER OVER EUROPE, by Ernst Henri. Simon & Schuster, \$1.90.
- ENGLISH JOURNEY, by J. B. Priestley. Harper, \$3.
- AMERICAN SONG, by Paul Engle. Doubleday, Doran, \$1.50.
- THE CHANCE OF A LIFETIME, by Walter B. Pitkin. Simon & Schuster, \$2.

- Second printing. Reported in the *Times* by Philadelphia and Washington stores. A McClurg best seller.
- Second printing. Another Philadelphia and Washington best seller.
- Sold second only to "Anthony" at six San Francisco stores last week.
- A best seller in Washington, Chicago, and San
- Francisco.
 Some of the best reviews of the season. Over 50,000 have been sold in England. Second in sales at
- Brentano's, N. Y., last week.

 D. D. is excited about the sales of this book of poetry. It is in its 9th thousand and required three printings in its first week of publication, now in its 6th printing. N. Y. Public Library has just ordered 50 copies.
- Six Philadelphia stores list it as their best seller of all non-fiction during the past week.

New Edition

A NEW EDITION of "My Brother Jonathan" by Francis Brett Young at \$1.35 will be published on September 17th by Alfred A. Knopf, Inc. The original edition was \$3.

Publishing Rights Transferred

THE PUBLISHING RIGHTS to "Men Who Stood Alone" by Mary Jenness have been transferred by Harper & Brothers to the Morehouse Publishing Company of Milwaukee, Wisconsin.

Notice to Control Card Users

The price of "Wild Animal Man" by R. W. Thompson (Morrow) has been reduced from \$3.50 to \$3.

"The Ten Million" by Mark Hellinger (F. & R.) has been advanced from Aug. 27th

"The Twilight of Parenthood" by Enid Charles (Norton) has been postponed from Aug. 27th to Sept. 4th.

"The Descent of the Atom: A Layman's Creation," Anonymous (Lothrop), has been postponed from August 15th to September 20th.

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First Class Mail

Your Opinions Are Valuable. Write the Publishers' Weekly

"COMPLETE IN ONE ISSUE"

International Press Bureau Chicago, Ill. August 3, 1934

Editor, Publishers' Weekly:

There has been for some time past and still is a prejudice in some quarters against the practice of newspapers using already published books in one issue. The origin seems to lie among the booksellers, and certain publishers are being influenced by them though the publishers themselves look upon the objection as ill-founded and themselves have no objection at all to the practice, seeing in it several advantages.

The booksellers apparently have confused this practice with that of the magazines in using novels in one issue prior to book publication, and there is a vast difference between the two methods. The Code angle lies merely in the possibility of a prohibition against the use of novels in one issue of newspapers after book publication being embodied in the Code on the false assumption that the newspaper practice is similar in effect to the magazine practice.

I think that this letter printed in the *Publishers' Weekly* would clear up the apparent misconception in the minds of booksellers and would help to clarify the whole situation.

Sincerely yours, WILLIAM GERARD CHAPMAN

CORRECTION CORRECTED

American Hebrew New York City August 6, 1934

Editor, Publishers' Weekly:

It is regrettable that the "correction" on page 340 of *Publishers' Weekly* for August 4th should have been printed, inasmuch as it is incorrect.

Emil Lengyel is an authority of the first rank and his statement that "10% of the Jews in Germany fled the country" is quite conservative. The German publishing firm which seeks to correct that statement by minimizing the figures is itself mistaken.

I enclose a statement made on March 22nd last by James G. McDonald, High Commissioner of the League of Nations for Refugees. You will note he states therein, as of last March, "the total number of refugees from Germany is about 60,000. Classified on a religious basis about 51,000 refugees or 86% are Jews. Since that estimate was made several thousand more of the refugees have been placed in new homes."

As this statement was made last March and it is definitely known by Jewish refugee relief agencies that thousands of additional Jewish émigres have left Germany since March, the statement that 10% of the Jewish population of the Reich (564,000) has fled the country is

putting it mildly.

WALTER HART BLUMENTHAL Associate Editor

Obituary Notes CECILY U. SIDGWICK

CECILY U. SIDGWICK, British author, died on August 11th at the age of 69. Mrs. Sidgwick, who was the wife of Alfred Sidgwick, author of several works on logic, had written an average of one novel a year for more than forty years. Her first novel, "Caroline Schlegel" was published in 1889. Her books include "Cynthia's Way," "Sack and Sugar," "Thousand Eugenias and Other Stories," and "Maid and Minx."

MICHAEL J. LYONS

MICHAEL J. Lyons, secretary and treasurer of the Teolin Pillot Co. in Houston, Texas, died on August 8th at the age of 70. Mr. Lyons came to the United States from Ireland 47 years ago. Forty-three years ago he joined the old G. W. Baldwin Book Store in Houston which had been established in 1869. When Mr. Baldwin died in 1898, Mr. Lyons, as executor, continued the business, selling it to the late Teolin Pillot in 1897. Mr. Lyons became an officer of the Teolin Pillot Co. when it was incorporated in 1907. He was one of the best-known bookmen in the state.

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Index to Juvenile Books, Fall, 1934

WITH DATES OF PUBLICATION

Announcements of New Publications Listed by Author, Title and Series

NOTICE

Dates of publication when available are given on author entry before publisher. (t) indicates tentative price.

Abbot, Jane. Folly Farm. 4 il. (1 col.) Oc 12 Lippincott 2 00 About a bee. Torrey, H. Oxford 0 75 Aces up. Clarke, C. Reilly & L. 050 Addison, James Thayer. Way of Christ. Au 28 Houghton 1 25 Adeney, W. B. Fabric printing. il. (Hours of lei-

Studio o 35 sure ser., 3) Au 24 Adventure and mystery ser. Jy 2 Burt ea. 0 50 Titles: Hanes, D. Big opportunity; Hart, P. Mysterious trail.

Adventures in our street. Kay, G. McKay 1 50 Adventures of a boy magician. Massey, M.

Lippincott 1 50 Adventures of Baron de Marbot. Thomason, Capt. J. W., ed. Scribner (t) 2 75 Air stories for boys. See Clarke, Covington.

Aladdin's lamp. Mackinstry, E., ed. Macmillan 1 50 Albert: the soldier king. Shumway, H. I.

Page (t) 1 75 Alcott, Louisa May. Orchard house ed. 5 v.: Old fashioned girl; Eight cousins; Rose in bloom; Jack and Jill; Under the lilacs. 3 col. il. ea. ready Little, B. ea. 100

Alcott, Louisa May. Under the lilacs; il. by Eunice Stephenson. ready Winston 1 00 Aldridge, Janet. Meadow-Brook girls ser. no. 3 6 titles. Saalfield ea. 0 25 Alexander: the tale of a monkey. Brown, M. & E.

Bobbs 200 All around the clock. Towsley, L. Farrar 1 00 Allee, Marjorie Hill. House of her own; il. by
Manning de V. Lee. Au 28 Houghton (t) 2 00 Allen, Merritt P. Drake's sword; il. by Henry C. Pitz. Au 17 Appleton-Century 2 00 Ameliaranne's washing day. Farjeon, E. McKay 1 00 American Indian fairy tales. Compton, M. Dodd 1 50 Animal stories. Kipling, R. Doubleday 2 50 Animal stories and pictures, Wild. Beaty, J.

Donohue o 75 Animals, Haunts and habits of wild. Boulton, R. Donohue 1 50

Animals in the sun. Robinson, W. W. Harper 2 00 Anne at large. Fayerweather, M. D. McBride 2 00 Arabian nights, (Famous bks. for young American ser.) Jy 2 Burt o 50 Arrow of Tee-May. Moon, G.

Burt 1 00 Studio 3 50; 2 50 Art for children. Berry, A. M. Reilly & L. 100 Art stories. Whitford, W. G.

Averill, Esther. Flash. col. il. by Rojankovsky. Au Smith & Haas 200 Away goes Sally. Coatsworth, E. Macmillan 200 Ayer, Margaret, il. See Dwight, Allan; Sowers, Phyllis, A.

Back to Buckeye. Hall, E. G. Smith & Haas 200 Backfield comet. Heyliger, W. Appleton-Century 200 Back-yard zoo. Mannix, D. P. Coward-McC, 200 Bacon, Josephine Daskam. Kathy. il. Au 29

Longmans 200 Bag o' tales. Power, E. Dutton 5 00 Baker, Margaret. Pollie who did as she was told; il. by Mary Baker. Nov 8 Dodd 1 75
Baker, Margaret. Tell them again tales, il. by Mary Baker. Au 22 Dodd 1 75 Baker, Robert H. When the stars come out. il.

Viking 250 Baldridge, C. Leroy, il. See Skariatina, I.

Barbour, Ralph Henry. Peril in the swamp; il. by Edward Caswell. Se Farrar 1 75 Barbour, Ralph Henry. Scoring play, il. Au 17

Appleton-Century 2 00 Barrow, Marjorie. Ezra the elephant. col. il. Se 15 Grosset 0 50

Bartlett, Arthur C. Son of the wild pack. Se 13 Wilde 1 75

Baruch, Dorothy Walter. Bobby goes riding; col. Lothrop 1 25 il. by Esther Brann. Oc 19 Baruch, Dorothy and Reiss, Dr. Oscar. My body Harper 1 50 and how it works. il. Se 19 Putnam 175 Battling the elements. Buck, B. Baum, L. Frank. Wizard of Oz waddle book (text

and original il. plus six waddle characters) Oc 20 Blue Ribbon 2 00 Augustana Bk. 0 30

Bayliss, Blanche. Long road. Little, B. 200 Beatrice the brave. Varble, R. M. Beaty, John Y. Picture stories of the farm. il. Beckley-Cardy 0 70

Beaty, John Y. Wild animal stories and pictures. Donohue 0 75 Beauchamp, Wilbur L. I wonder why? science

Reilly & L. 100 stories. 70 col. il. Se 20 Burt 0 75 Beautiful Joe. Saunders, M. Becker, Edna. Hugh and Denis. Jy 20 Caxton 200 Bed-time fun for boys and girls. Zechlin, R.

Loring & Mussey 1 50 Ass'n Pr 1 75 Beechblock circus. Walker, R. S.

Before the dawn of history. Knight, C. R. Whittlesey Ho., McGraw-H. 200

Bell, Corydon, il. See Power, Effie.

Bemelmans, Ludwig. Hansi; il. (pt. col.) by author. Viking 200

Bend in the road. Raymond, M. T. Longmans 200 Benjamin, Robert S. Call to adventure. Oc 19

Greenberg 200

AUGUST 25, 1934 Berger, Josef. Pogo, the circus horse; il. by James Coward-McC. 200 Reid. Se 27 Bernhard, Josephine B., tr. Master wizard and other Polish tales; rev. by E. Frances Le Valley. Knopf 200 il. Se 24 Berry, Ana. Art for children; 2nd ed. Oc 19 Studio Pubs. 3 50; 2 50 Berry, Erick, il. See Maxon, Anne. Bertram and his funny animals. Gilbert, P. T. Rand McN. 1 00 Best stories of heroism I know. Minot, J. C. Wilde 2 00 Beverly Gray college mystery stories. See Blank, Reyond the dragon door, Gilson, B. Warne 1 50 Bianco, Margery. The good friends; il. by Grace Viking 1 75 Paull. Au 3 Bible, a first (from King James version); 13 il. (1 col.) by Helen Sewell. (t) Oc 4 Oxford (t) 2 50 Bible story book. Ergemeier, E. S. Warner Pr. 2 95; 3 50 Bible, Story of the. Bowie, W. R. Abingdon 3 00 Big bridge. Holland, R. S. Macrae Smith 2 00 Big opportunity. Hanes, De W. Burt o 50 Big wharf. Fitler, M. B. Harper 2 00 Billy. Nichols, R. A. Macmillan 1 75 Billy the maverick. Scott, E. Holt 1 75 Birch, Reginald, il. See Untermeyer, L. Bird, Zenobia. Sally Jo. Se 1 Revell 1 50 Bird portraits in color. Roberts, T. S. (plates without text, 1 50) Univ. of Minn. 3 50; 2 50 Bischoff, Ilse, il. See Bontemps, A. Bitsy finds the clue. Seaman, A. H. Doubleday 1 75 Warne 1 50

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Black Castle mystery. Gervaise, M. Warne 1 50
Black Shadow ser. See Thurston, Ernest L.
Black spearman. Fitzgerald, P. L. Macrae-Smith 2 00
Blair, Helen, il. See Phillips, Ethel.
Blanding, Don. Stowaways in paradise; new ed.;
il. by author. Au 22
Blank, Clair. Beverly Gray college mystery stories.
Jy 2
Titles: Beverly Gray, freshman; Beverly Gray, sophomore; Beverly Gray, junior; Beverly Gray, senior.

Blue keyenger of the search of

Blue bonnets for Lucinda. Sayers, F. C. Viking 1 00 Blue grotto terror. Claudy, C. H. Blue shadow mystery. Chase, J. Grosset o 50 Penn o 50 Board the airliner. Floherty, J. J. Doubleday 2 00 Bobb's Hill on the air. Burton, C. P. Bobby goes riding. Baruch, D. W. Holt 1 75 Lothrop 1 25 Bohatta-Morpurgo, Ida, il. See Hallack, Cecily. Bolgiano, Ella Porter. Ginger's hundred dollar Bontemps, Arna. You can't pet a possum; il. (pt. col.) by Ilse Bischoff. Se 11 Book, Let's make a. Shoen, H. H. Morrow 1 75 Book of cowboys. The Hollings. Macmillan o 75 Book of Indians. The Hollings. Platt & M. 1 25 Book of nursery tales. Brock, H. M. Platt & M. 1 25 Book of pirates. Driscoll, C. B. Warne 2 50 Book of puppets. Elder, A. L. McKay o 50 Book of zoography. Ditmars, R. L. Lippincott 2 00

Boone (Daniel), Life of. Schaare, C. R.

Borie, Lysbeth Boyd. David has his day. Oc 12

Borland, Hal. Valor; story of a dog; il. by Lee

Farrar 2 00

Bormann, Henry H. Bridges. il. Se Macmillan 2 00

Borton, Elizabeth. Our little Aztec cousin. il. (Little cousins of long ago ser.)

Boulton, Rudyerd. Haunts and habits of wild animals. il. (pt. col.) Jy

Bounce and the bunnies. Carroll, R.

Reynal & Hitchcock 2 00

Boutwell, Beth. Stick book. Se Dorrance 1 00

Bowie, Walter Russell. Story of the Bible. 20 col.
il. (t) Oc 1 Abingdon 3 00

Bowlful of stars. Means, F. C. Houghton (t) 2 00

Boy of Poland Ling M

Boy of Poland. Ling, M. Whitman 1 50 Boy Scouts year book, 1934. Mathiews, F. K.

Appleton-Century 2 00
Boys' book of cowboys. Crump, I. Dodd 2 00
Branches green. Field, R. Macmillan 1 50
Brann, Esther, il. See Baruch, Dorothy Walter;
Carr, Mary Jane.

Bransom, Paul, il. See Lippincot, J. W.; Yeager, Dorr G.

Bread and cheese. Hauman, D. and G.
Macmillan 1 00

Bridges. Bormann, H. H. Macmillan 200 Brissaud, Pierre, il. See Criss, Mildred. Brock Emma I. Little for Gretchen il by the

Brock, Emma L. Little fat Gretchen. il. by the author. Se 24

Brock, Emma, il. See Reely, Mary

Brock, H. M. Book of nursery tales. il. Oc 8 Warne 2 50

Broken dykes. Daniel, H. Macmillan 2 00
Broken song. Dougherty, S. Nelson 2 00
Brooks, Elbridge S. Historic boys; Historic girls
(formerly Young people of history in 1 v.) 2 v.
Se 7 Putnam ea. 1 75
Brooks D. K. Dork miles il hu Helma Cartes

Broster, D. K. Dark mile; il. by Helene Carter. Se 27 Coward-McC. 2 50 Brown, Charles S. Shifted letter puzzles. Se 10 Wilde 1 00

Brown, Marion and Edith. Alexander: the tale of a monkey. Jy 3

Brown, Paul. Crazy quilt: story of a piebald pony; il. by author. Se

Scribner (t) 2 00

Browning, Robert. Pied Piper of Hamelin; il. (pt.

col.) by Arthur Rackham. Nov 2

Lippincott 1 50

Brunhoff, Jean de. Travels of Babar. col. il. Se 17

Bryan, Dorothy and Marguerite. Fun with Michael. il. ready Doubleday 1 00
Bryant, Lorinda M. Children's book of recent pictures. il. Au 17 Appleton-Century 2 50
Buck, Bob and Nixon, Bob. Battling the elements: il. by Bob Nixon. Se Putnam 1 75
Buck, P. C., comp. Oxford nursery song book. il. music. (t) Se 6 Oxford (t) 2 00

music. (t) Se 6 Oxford (t) 2 00

Buckingham, M. E. Taming of Zong. il. Oc
Scribner (t) 3 00

Bullard, Marion. James Macgregor from America;
il. by author. Oc
Dutton 1 25

il. by author. Oc Dutton 1 25

Burnett, Frances Hodgson. Secret garden. Se

Grosset 1 00

Burton, Charles Pierce. Bobb's Hill on the air.

Oc 11

Byington, Eloise. Wishbone children. il. Au 16

Whitman 1 00

Calico ball. Sterne, E. G. Dodd 2 00 Call to adventure. Benjamin, R. S. Greenberg 2 00

New titles: For valor; Aces up; Desert wings Sky caravan; Mystery flight of the O2. Claudy, Carl H. Blue grotto terror. (Adventures

in the unknown ser.) Oc 15 Grosset 0 50 Cleghorn, Sarah W. Understood Betsy; a play adapted from Understood Betsy by Dorothy Can-Harcourt o 75 field. Au 30

Clément, Marguerite. Flowers of chivalry; il. by Germaine and Pierre l'Hardy. Au 8

Doubleday 2 50 Clue in the broken locket. Keene, C. Grosset o 50 Coatsworth, Elizabeth. Away goes Sally; il. by Helen Sewell. Se Macmillan 200 Cochrane, J. Cushion making. (Hours of leisure ser., 5) Au 24 Studio 0 35

Collier, Virginia M. and Eaton, Jeanette. Roland the warrior; il. by Frank E. Schoonover. Oc 4 Harcourt 2 75

Collins, A. Frederick. Making things for fun. il. Appleton-Century 2 00 Comfort, Mildred Houghton. Peter & Nancy in South America. il. -Beckley-Cardy 0 75

Dodd 2 50 Complete nonsense book. Lear, E. Compton, Margaret. American Indian fairy tales; new ed. il. Au 22 Dodd 1 50

Corbett, Elizabeth. Growing up with the Grapers Appleton-Century 2 00 il. Au 17 Corduroy trail. McGoldrick, R. C. Doubleday 1 75 Correct thing. Stevens, W. O. Dodd 150 Coryell, Hubert V. Tan-ta-ka.; il. by Lee Towns-

Little, B. 200 end. Se 7 Bobbs 200 Courageous heart. James, M. Coussens, Penrhyn H., comp. Child's book of stories; 10 col. il. by Jessie Willcox Smith. (Treas-

ure house bks.) Se 27 Dodd 2 00 Cow that lived in a house. Eaton, W. P. Wilde 1 75

Cowboy Tommy's roundup. Tousey, S.

Doubleday I 50 Platt & M. 1 25 Cowboys, Book of. The Hollings. Dodd 200 Cowboys, Boys' book of. Crump, I. Scribner (t) 2 00 Crazy quilt. Brown, P.

Credle, Ellis. Down down the mountain; il. by Nelson 2 00 author. Se 1

Crew, Fleming. See Gall, Alice

Crew, Helen Coale. Peter Swiss. il. Se 19

Harper 1 75 Criss, Mildred. Red caravan; il. by Pierre Brissaud. Doubleday 1 75

Crump, Irving. Boys' book of cowboys. il. Se 27 Dodd 200 Curious quest. Fairfax, V. Burt 050 Curtis, Alice Turner. Frontier girl of Chesapeake

Bay; il. by Hattie Longstreet Price. Au Penn 150 Curtis, Elizabeth. See Choate, Florence

Studio 0 35 Cushion making. Cochrane, J. Studio 0 35 Cut-paper decorations. St. John, C.

Daglish, Alice. See Rhys, Ernest Dalgliesh, Alice. Roundabout; il. by Hildegarde Macmillan 1 75 Woodward. Au Dalgliesh, Alice, comp. Christmas: a book of Scribner 2 00 stories old and new. 27 il. Nov

Dall, Anna Roosevelt. Scamper's Christmas; il. by Macmillan 200 Marjorie Flack. Oc Harcourt 2 00 Dance of the hours. Choate, F. Daniel, Hawthorne. Broken dykes; il. by T. W. Macmillan 2 00 Voter. Au

Little, B. 175 Dark frigate. Hawes, C. B. Coward-McC. 250 Dark mile. Broster, D. K.

Candlelight tales. Phelan, Mrs. M. G. Nelson 0 50; 0 48 Canfield, Dorothy. See Cleghorn, S. W. Cannon, Cornelia J. Fight for the pueblo. il. Se 4 Houghton (t) 200 Carlisle, Laura Mae H. See Huffard, Grace

Penn o 50

Knopf 2 00

Camp Lenape on the Long Trail. Saxon, C.

Camp on Wildcat Creek. Randolph, V.

Thompson Carmen-silent partner. Kahmann, C. Dodd 2 00 Carr, Mary Jane. Children of the covered wagon; 35 il. by Esther Brann. Au 27 Crowell 2 00 Carroll, Ruth. Bounce and the bunnies: il. by author. Nov Reynal & Hitchcock 2 00 Carter, Russell Gordon. City of adventure; il. (pt. col.) by Manning de V. Lee. Se Penn 2 00 Carter, Helene, il. See Broster, D. K.; Ditmars,

R. L.; Barbour, E. C.

Caswell, Edward C., il. See Hess, Fjeril Chalmers, Amy D. V. Madge Morton ser. no. 3 4 titles. -Saalfield ea. 0 25 Champion sports stories. See Sainsbury, Noel, Jr.

Chapman, Maristan. Eagle Cliff. il. Au 17 Appleton-Century 2 00 Charlot, Jean, il. See del Rio, Amelia

Charnely, Mitchell. Jean Lafitte, gentleman smuggler; il. by Jay Van Everen. Au Viking 2 50 Chase, Josephine. Blue shadow mystery. (Girls' mystery tales.) Se Penn o 50 Chatterbox, 1935 ed. il. Au 25 Cupples & L. 175 Chidsey, Alan Lake. Romulus: builder of Rome. il. Au 24 Minton 2 00

Saalfield ea. 0 50 Childhood ser. il. New titles: Bird book, no. 584; Stories from Uncle Remus, no. 585; Sampler story book, no.

Children of Holland. Heisenfelt, K. Grosset I 00 Children of the covered wagon. Carr, M. J. Crowell 200

Children of the river. Frey, N. A.

Nelson 0 50; 0 48 Children's book of patriotic stories. Dickinson, A. D. Doubleday 1 75

Children's book of recent pictures. Bryant, L. M. Appleton-Century 2 50

Children's favorite ser. Jy 15 Grosset ea. 0 50 Titles: Verne, Mysterious island-Light house at the end of the world; Henty. Pike and dyke—With Clive in India—With Wolfe in Canada. Dickens, Oliver Twist; Hawthorne. Scarlet letter. Child's book of stories. Coussens, P. H. Dodd 200 Child's garden of verses. Stevenson, R. L.

McKay o 35 Chinese, Picture tales from the. Metzger, B.

Stokes 1 25 Choate, Florence and Curtis, Elizabeth. Dance of the hours; il. by the authors. Se 20

Harcourt 2 00 Christmas. Dalgliesh, A. Scribner 2 00 Christmas carol. Dickens, C. Lippincott 1 00 Christmas gold. Glover, J. L. Augustana Bk. o 30 Christmas holiday book. Rhys, E. Dutton 3 00 Cinderella. Sewell, H. ed. Macmillan 1 50 Cinderella; a play. Wilfred Ward family. Sheed & Ward 1 00

Circus book. il. (Picture bk. ser.) Saalfield o 50 Circus boys ser. See Darlington, Edgar B. P. City of adventure. Carter, R. G.

Penn 2 00 Clarke, Covington. Air stories. Reilly & L. ea. 0 50 AUGUS

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Darlington, Edgar B. P. Circus boys ser. no. 3
5 titles.

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Daugherty, Sonia. Broken song. il. by Kate Seredy.

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Dave Darrin ser. See Hancock, H. Irving
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David has his day. Borie, L. B.

Day on skates. Van Stockum, H.

Deeds of daring. Wallace, A.

Harper 1 oo

de Leeuw, Adele. Island adventure; il. by Cateau

de Leeuw. Au

Macmillan 2 oo

del Rio, Amelia. Sun the moon and a rabbit;

40 il. by Jean Charlot. Oc 10 Sheed & Ward 1 75

De Marbot, Baron. Adventures of; il. by Capt.

John W. Thomason. Se

Scribner (t) 2 75

Deming, E. W., il. See Frey, Nina A.

Deming, Therese. Indians of the pueblos; il. by
Edwin W. Deming. Se 6

Desert wings. Clarke, C.

Detective stories, True. Forbes, S. Cupples & L. 1 00

Deucher, Sybil. See Wheeler, Opal.
De Valda. Treasure of Atil. Au Warne 1 50
Dickens, Charles. Christmas carol; popular ed. 32
il. (4 col.) by Arthur Rackham. Oc

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Disney, Walt. Mickey Mouse comic, ser. 4. Oc 1

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Disney, Walt. Mickey Mouse in giantland. Oc 1

McKay 0 35

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il. Se 20
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Disney, Walt, Studios. Wise little hen. il. (pt. col.)
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maps by Helene Carter. Oc 19
Do you know? Smalley, J.
Doane, Pelagie, il. See Keyes, M. W.; Paine, Albert B.

Dobias, Frank, il. See Evans, W.; Walker, Joseph Dobry. Shannon, M. Viking 2 00 Doll's house. Grant, J. Studio 0 35 Down along Apple Market Street. Hill, M. B.

Down down the mountain. Credle, E. Nelson 2 00
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AUGUST 25, 1934 Hallack, Cecily. Having a guardian angel.; il. by Ida Bohatto-Morpurgo. Se 5 Dutton 1 00 Hallowe'en, Little book of. Sechrist, E. H. Lippincott 1 00 Hamilton, Edwin T. Prizes and presents every girl can make. il. Au 23 Harcourt 2 50 Hammett, Dashiell. Secret agent X 9. ready McKay 0 25 Hamsun, Marie. Norwegian family; il. (1 col.) by Elsa Jemne. Oc 26 Lippincott 2 00 Hancock, H. Irving. Dave Darrin ser. no. 3. 6 Saalfield ea. 0 25 Hancock, H. Irving. Young engineer ser. no. 3. Saalfield ea. 0 25 Hanes, De Witt. Big opportunity. (Adventure and mystery ser.) Jy 2 Burt o 50 Hans sees the world. Tetzner, L. Covici 2 00 Viking 200 Hansi. Bemelmans, L. Happy hour bks. reissues. il. Macmillan ea. 0 25 Titles: Three Little Kittens; Three Bears; Hansel

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Street; col. il. by author. Se 13
Stokes 1 35

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Johnston. Annie Fellows. For Pierre's sake. -Page (t) 1 50 Johnston, O. T. Picture book of children around the world. Se 15 Harter o 10 Johnston, O. T. Picture book of houses around the world. Au 15 Harter o 10 Jonathan, Norton Hughes. Lost empire. Jy Donohue o 75 Joyce, Robert. Stray child; il. by author. Jy 2 Dutton 1 50 Judd, Frances K. Kay Tracey mystery stories. il. Cupples & L. ea. 050 Titles: Secret of the red scarf. Judd, F. K., Au 6; Strange echo, Au 15. Jungle picnic. Webb, C. Warne 2 00 Junior quiz book. Much, J. De F. Standard o 10 Kahmann, Chesley. Carmen-silent partner. il. Nov 8 Dodd 200 Kallen, Miriam. See Dvilnsky, Beatrice Kästner, Erick. 35th of May. il. Oc 11 Dodd 2 00 Katchamakoff, A. il. See Shannon, M. Kathy. Bacon, J. D. Longmans 2 00 Katy Kruse bks. new eds. McKay ea. 1 00 Titles: Farjeon, E. Perfect zoo. - Katy Kruse at the sea shore; Fyleman, R. Katy Kruse play book. Kay, Gertrude. Adventures in our street; new ed. Oc 3 ready McKay 1 50 Kay Tracey mystery stories. See Judd, Frances K. Keech, Roy A. Ruth visits Margot; il. by Helene Carter. Se 20 Whitman 2 00 Keene, Carolyn. Clue in the broken locket. (Nancy Drew mystery stories) Oc 15 Grosset o 50 Keeper of the wolves. Mansfield, N. B. Farrar 1 75 Kelland, Clarence Budington. Famous Mark Tidd stories; cheaper ed. il. 9 titles Harper ea. o 50 Kelly, Raymond. O-go, the beaver; il. by Kurt Wiese. Se 6 Whitman 1 50 Keyes, Mary Willard. Peacock Farm; il. by Pelagie Doane, Au 20 Longmans 2 00 Kibbe, Delia E. Mother Hubbard's cupboard. Read B. and do book; Draw and color book; Cut and paste book. Se 13 Whitman ea. 0 50 Kihn, Langdon, il. See Grey, Eve King, Julius. Talking leaves. Se 15 Harter o 10 King, Julius, and Wiese, Kurt. Odie seeks a friend. il. Se 27 Coward-McC. 1 25 King, Marian. Boy of Poland, il. Se 6 Whitman 1 50 King Richard's land. Strong, L. A. G. Knopf 2 00 Kipling, Rudyard. Animal stories. Doubleday 2 50 Knight, Charles R. Before the dawn of history. Whittlesey Ho., McGraw-H. 200 Knight, Marjorie. Japanese garden; il. by Clinton Knight. ready Dutton 2 00 Knowles, Horace J. See Stirling, J. Kunhardt, Dorothy. Now open the box; il. by author. Se 20 Harcourt 1 25 Lafitte (Jean), gentleman smuggler. Charnley, M. Viking 2 50 LaMonte, Francesco and Welch, Micaela. Vanishing wilderness; animals who share our earth.

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Thorne, Diana, il. Puppy stories. —
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mals. — Saalfield 1 00 Those Plummer children. Govan, C. N.
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Thurston, Ernest L. Black shadow ser. Jy 2
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Saalfield o 50
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Top notch detective stories. See Hall, William
Torrey, Helen. About a bee; col. il. by author.
(mag com) (t) So 6
Tousey, Sanford. Cowboy Tommy's roundup; il.
by author, Se 5
Townsend, Lee, il. See Borland, Hal
Towsley, Lena. All around the clock. il. Oc Farrar 1 00
Trail of the borealis. Grey, E. Harcourt 200
Train story and paint book. Pearce, W. H. S. Stoll & Einson o 50
Train story and paint book. Pearce, W. H. S.
Einson-Freeman o 10
Travel by air, land and sea. Webster, H. H.
Houghton (t) 2 00
Traveling toys. Du Bois, T. Penn 200
Travels of Babar. Brunhoff, J. de
Smith & Haas 3 00
Treasure house bks. Se 27 Dodd 2 00
Titles: Coussens, P. H., comp. Child's book of
stories; Palgrave. Golden treasury; Hawthorne.
Wonder book and Tanglewood tales. Treasure Island. Stevenson, R. L. Grosset 0 75
Treasure of Atil. De Valda Warne 1 50
Treasure of the Isle of Mist. Tarn, W. W.
Putnam 2 00
Treffinger, Carolyn. Jimmy's shoes; il. by Ruth C.
Speers. Se Penn 1 50
Tricks and magic. Lindhorst, W. L. Reilly & L. 100
Trigger John's son. Robinson, T. Viking 200
True detective stories. Forbes, S. Cupples & L. 100
Tuttle, Florence Piper. Mother Goose's poetry
patch. Oc I Stephen Daye 0 75
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Uncle Joe's nonsense. Mellor, J. W.
Longmans 4 25
Under the lilacs. Alcott, L. M.
Little, B. 100
Under the lilacs. Alcott, L. M. Winston 1 00
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Understood Betsy; a play. Cleghorn, S. W.

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Vox, Carol. Funny fuzzywogs; playjoy ed. ready
Stoll & Einson o 50

Walker, Henry Cragin and MacBrayne, Frances. My own animal book. col. il. Oc 1

Walker, Robert Sparks. Beechblock circus. Se 1
Ass'n Pr 1 75
Walker, Joseph. How they carried the mail; 12

il. (4 col.) by Frank Dobias. Se 12 Dodd 2 00 Wallace, Archer. Deeds of daring. Au 22

Walpole, Hugh and Partington, Wilfred, eds.
Famous stories of five centuries. il. Se

Ward, Wilfrid family. Cinderella; play. Se 9
Sheed & Ward 1 00
Way of Christ. Addison, J. T. Houghton 1 25

Webb, Clifford. Jungle picnic. il. Se 4

Warne 2 00

Webster, F. A. M. Lost city of light. Au 24

Webster, Hanson Hart. Travel by air, land and sea. il.

Webster, Hanson Hart. Travel by air, land and Houghton (t) 2 00

Wells, P. A. Radio and gramophone cabinets. il.

(Hours of leisure ser., 6) Au Studio 0 35

Whalers of the midnight sun. Villiers, A.

Scribner 2 00

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When the stars come out. Baker, R. H.

Viking 2 50

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Williams-Ellis, Amabel. Fairies and enchanters.
il. Oc 1 Nelson 200
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White, Eliza Orne. Lending Mary; il. by Grace

Houghton (t) 1 75

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Whitford, William G. and others. Art stories.

100 col. il. Se 20
Wide road ahead! Lent, H. B.
Wiese, Kurt, il. See Gardiner, A. C.; King, Julius;
Lewis, Elizabeth F.; Russell, A.; Stong, Phil
Wild animal stories and pictures. Beaty, J.

Wild warning. Garis, L.

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Houghton (t) 2 00

Wilson, Albert Frederick. Higher than wind can blow. il. Se 12 Dodd 2 00 Wind in the chimney, Meigs, C. Macmillan 2 00 Windham, Joan. Saints to play with; 30 il. by Marigold Hunt. Oc 10 Sheed & Ward 1 50 Winslow, Earle, il. See Lent, H. B. Wires around the world. Stout, V. C.

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Wirt, Mildred A. Sky racers. (Girls' air ser.) Se

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Wonder book and Tanglewood tales. Hawthorne, N.

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Wood, Elizabeth Lambert. Wolves of the Illahee. — Metropolitan Pr. 1 50
Woodward, Hildegard, il. See Dalgliesh, Alice;
Phelan, M.

Wright, Cameron, il. See Hunt, M. L.

Wyeth, N. C., ed. Great stories of the sea and ships. il. (1 col.) — McKay 250

Yasu-bo and Ishi-ko. Sowers, P. A. Crowell 150

Yeager, Dorr G. Scarface, the story of a grizzly; il. (pt. col.) by Paul Bransom. Oc Penn 200

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You can't pet a possum. Bontemps, A.

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Young Douglas. Nolan, J. C. Whitman 1 00 McBride 2 50

Young engineers ser. See Hancock, H. Irving
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Zechlin, Ruth. Bed-time fun. 150 il. Se 20

Loring & Mussey 1 50 Zoography, Book of. Ditmars, R. L.

R. L. Lippincott 2 00

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Bi: Biography Ec: Economics Ju: Juveniles R	e: Religion :: Science	Sp: Sports Tr: Travel
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Barr, Cecil

Adams, George Burton Hi Constitutional history of England; rev. by Robert L. Schuyler. 615p. (6p. bibl. note) O (Amer. historical ser.) [c. '21, '34] N. Y., Holt

Alsberg, Henry G., ed. America fights the depression; a photographic record of the Civil Works Administration; introd. by Harry L. Hopkins. 16op. il. Q c. N. Y., Cowardbuck., 2.50 Selected photographs that show the many projects fostered by the CWA during the four and one-half months of its existence.

Anderson, Robert Gordon The tavern rogue. 311p. map D [c. '34] N. Y., Farrar & Rinehart A lusty tale, laid in Elizabethan London, about Sir Walter Langlande, bastard half-brother of the Earl of

Appleton, Ernest Robert Cadman. 723p. (bibl.) il. O c. N. Y., Kinsey 5.00 A history and account of all the religions of the world, in simple language, presented chronologically. Many extracts from religious writings are included.

Averill, Esther Flash; the story of a horse, a coach-dog and the gypsies; il. by F. Rojankovsky. 31p. il. (col.) Q [34] N. Y., Smith & Haas A story for young children.

Baker, Margaret Ju Tell them again tales; il. by Mary Baker. 143p. D [c. '34] N. Y., Dodd, Mead Fairy tales for young children.

Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]

Honor bound. 313p. D [c. '34] N. Y., Farrar & Both stranded by unhappy love affairs and bound to each other by close friendship, Laurie and Hank decided to marry and to make a success of their life together even if they aren't in love.

An outline of religion; foreword by Rev. S. Parkes

Daffodil. 251p. D [c. '34] N. Y., Greenberg The love story of Daffodil, a young and attractive art student in Paris. Baskerville, Charles Read and others, eds. Dr Elizabethan and Stuart plays. 1667p. O [c. '34] buck., 5.00 A comprehensive anthology, for college students, of Elizabethan and Stuart plays exclusive of Shakespeare. Batsford, Harry and Fry, Charles

The cathedrals of England; foreword by Hugh Walpole. 128p. il. (col. front.), map, diagrs. O '34 N. Y., Scribner

A description of the architecture and art of the principal cathedrals of England, with some historical data. Illustrated with photographs, drawings and plans.

Bernays, Edward L. Crystallizing public opinion [new ed.]. 218p. (bibl. footnotes) O ['34, c. '23] N. Y., Liveright

Fi Binns, Archie Lightship. 345p. O [c. '34] N. Y., Reynal & Hitchcock The story of the lives of the crew of nine men aboard Lightship 167 lying off a reef on the Pacific

Bixby, Carl Lyndon Dangerous paradise. 309p. D [c. '34] N. Y., Gail Brewster, pretty American newspaper reporter, finds romance and adventure on a South Sea island.

Boas, Frederick S. and Serjeantson, Mary S.,

The year's work in English studies; v. 13, 1932. 348p. O '34 N. Y., Oxford

Book of the machine, The [lim. numbered ed.]. 20p. il. (col.) O [c. '34] [San Francisco], Windsor Press An expression of certain ideas underlying the trend

of our times, of the machine age.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word 'apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus:

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

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618 Booth, Charles Bi Zachary Macaulay; his part in the movement for the abolition of the slave trade and of slavery; an appreciation. 119p. (bibl. notes) il., map O '34 N. Y., Longmans 2,40 Zachary Macaulay was the father of Thomas Babington Macaulay. Brackett, Charles Entirely surrounded. 246p. D c. N. Y., Knopf A young man's misadventures at a house party whose members all belong to the clever set of metropolitan literary and artistic life. A roman à clef. Braley, Berton Pegasus pulls a hack; memoirs of a modern min-

strel. 329p. O [c. '34] N. Y., Minton, Balch 3.00 The autobiography of a versifier, who, in the last twenty-five years, has published over 9,000 pieces of poetry.

Bridges, Robert

Collected essays papers, etc., of Robert Bridges, 16-20. 90p. D '34 [N. Y.], Oxford bds., 1.00

Brigham, Albert Perry and McFarlane, Charles

Our home state and the new world; Missouri ed. by Walter H. Ryle. 416p. (bibl. notes) il. (pt. col.), maps (pt. col.) O (Our world and ourselves) [c. '33, '34] N. Y., Amer. B'k

Brunton, Paul

A search in secret India. 312p. il. O [n. d.] Phil., McKay

An account of the Fakirs and Yogis in India and the remarkable powers they have developed.

Bryant, Mrs. Lorinda Munson The children's book of recent pictures. 115p. il. O c. N. Y., Appleton-Century

Fifty reproductions of pictures by Renoir, Millet, Degas, Monet, Whistler, Sargent, Mary Cassatt, and others, each picture faced by a page of comment describing it from the standpoint of art in general and from the standpoint of its history and its artist.

Bush, Christopher The tea tray murders. 289p. diagrs. D c. N. Y., 2.00

Two puzzling murders occur among the staff of a large co-educational English school.

Camfield, F. W., D.D. Revelation and the Holy Spirit; an essay in Barthian theology; foreword by John McConnachie, D.D. 300p. O '34 N. Y., Scribner

Carr, Mary Jane

Children of the covered wagon; a story of the old Oregon Trail. 318p. il. D [c. '34] N. Y., Crowell

The adventures of three children during their long journey in a covered wagon train from Missouri to Oregon in 1844.

Chamier, J. Daniel Fabulous monster. 365p. (3p. bibl.) O '34 N. Y., Longmans

A biography of the ex-Kaiser, which vindicates his character and conduct during the greater part of the pre-war years.

Charles, Enid

The twilight of parenthood. 232p. (bibl. footnotes) diagrs. D [c. '34] N. Y., Norton A presentation of the most recent contributions to population problems showing the menace of underpopulation that now threatens the western world.

Clarke, Charles J., ed.

The beginning of mind discrimination, the end of so-called crime; analysis and synthesis of a nation; an integration; b'k 1. 16op. il., diagrs. D c. New Hampton, N. Y., Mind World Organization

Cleghorn, Sarah Norcliffe Dr Understood Betsy; a play, adapted from "Understood Betsy" by Dorothy Canfield Fisher. 125p. D [c. '34] N. Y., Harcourt pap., .75

Compton, Margaret, pseud. [Mrs. Amelia Williams Harrison] American Indian fairy tales [new ed.]. 201p. il. D '34, c. '95 N. Y., Dodd, Mead 1.50

Sp Cooper, A. E., ed. Sea fishing. 352p. il., diagrs. O (Lonsdale lib., v. 17) ['34] Phil., Lippincott A collection of articles by expert fishermen on the

technique of sea fishing. Cornford, Francis Macdonald The origin of Attic comedy. 264p. (bibl.) O '34 [N. Y., Macmillan]

Formerly published by Longmans. Fi Cotterell, Brian Sinister Eden. 31op. D [c. '32, '34] Phil., Lip-Murder, romance and exciting adventure in a South Sea island setting.

Adeney, W. B. Fabric printing. 64p. il., diagrs. S (Hours of leisure ser., no. 3) '34 N. Y., Studio Pub'ns pap., .35

Bennett, Henry Garland and others Arithmetic workbooks, grade 4. 144p. diagrs. O [c. '34] N. Y., Amer. B'k pap., .24

Brace, Brownie (Elizabeth Hanchett Brace) The capture of Mr. Static; a one-act play. diagr. D c. '34 N. Y., S. French pap., .35 Little Boy Blue; a play in two acts. 40p. il., diagrs. D (Junior League plays) [c. '34] N. Y., S. French

pap., .50 Teddy Somersault, or, The magic birthday cake; a play in two acts. 30p. il., diagrs. D (Junior League plays) [c. '34] N. Y., S. French pap., .50

Brown, Harry Philip and Panshin, A. J.
Identification of the commercial timbers of the United States. 249p. (bibl. footnotes) il., diagrs. O (Amer. forestry ser.) c. N. Y., McGraw-Hill 3.00

Cardan, Jerome The first book of Jerome Cardan's De subtilitate; tr.

from the Latin and ed. by Myrtle Marguerite Cass. 190p. (4p. bibl.) diagrs. D [c. '34] [N. Y., G. L. van Roosbroeck, Inst. of French Studies]

Carruth, Chester B., comp.

Tariff for merchandise warehousing trade; standard handling rates, terms and conditions for the storage and handling of merchandise. 83p. Q c. [N. Y., John S. Swift Co., 230 W. 17th St.]

Chilson, Francis Modern cosmetics; the formulation and production of cosmetics, together with a discussion of modern production and packaging methods and equipment. 396p. il., diagrs. O c. N. Y., Drug & Cosmetic Industry, 101 W. 31st St.

Cochrane, Jeannetta
Cushion making. 64p. il., diagrs. S (Hours of leisure ser., no. 5) '34 N. Y., Studio Pub'ns

pap., .35

Cowing, Lawrence A.

The glory plain; an advanced pentecostal theology.

64p. D [c. '34] [Bonita Springs, Fla., Author, Box paper, apply pap., apply

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35 gy. ox Cronyn, George William, ed.

The path on the rainbow; an anthology of songs and chants from the Indians of North America; introd. by Mary Austin; new and enl. ed.

D [c. '18, '34] N. Y., Liveright 2.50

Cromwell, James Henry Roberts

What is sound money? and who will control it,
England or America? 64p. diagrs. D c. N. Y.,
author, 570 Lexington Ave.

A discussion of our present monetary situation and
the various plans for its improvement.

Curtis, Alice Turner [Mrs. Irving Curtis] Ju
A frontier girl of Chesapeake Bay. 292p. il D
[c. '34] Phil., Penn
The journal of Jennifer Bradley, fourteen, records her trip to the New World and her adventures in Lord Baltimore's province.

Love can open prison doors. 140p D [c. '34]
Los Angeles, De Vorss & Co. bds., 1.50
The author, who spent fourteen years of his life in prison, tells how he was redeemed from a life of crime.

Dell, Ethel May [Mrs. G. T. Savage] Fi
The electric torch. 342p. D c. N. Y., Putnam
2.00
A romance laid in an English army station in India.

Dennis, Mary Cable

My Normandy. 126p il. D [c. '34] N. Y., Dutton

Sketches and stories interpreting the life of a little village of Normandy.

Devan, S. Arthur

Exercise without exercises. 84p. il., diagrs. D c.

N. Y., Dodd, Mead

Simple directions for exercising your muscles and building up bodily strength, vitality and shapeliness without the use of formal gymnastic exercises.

Douglas, Clifford Hugh

The Douglas manual; being a recension of passages from the works of Major C. H. Douglas outlining Social Credit; comp. by Philip Mairet. 116p. (bibl.) O ['34] N. Y., Coward-McCann 1.50 Extracts from Major Douglas' six books and many pamphlets, which explain his theory of economics called Social Credit.

Eliot, Thomas Stearns

The rock. 86p. D [c. '34] N. Y., Harcourt 1.00
The text of a religious pageant play, part prose, part verse, written for production at Sadler's Wells Theatre, this spring, in behalf of the Forty-five Churches Fund of the Diocese of London.

Farjeon, Joseph Jefferson Fi Sinister inn. 281p. D c. N. Y., Dodd, Mead 2.00 Julia Maitland and her two suitors, Bill and Robert, while sailing off the Devonshire coast one day were blown into the Channel and finally washed up on the shore of Brittany where they ran into danger and murder at a sinister French inn.

Ferguson, Blanche Smith

Blossoms in the moon. 307p. D [c. '34] Phil.,

Penn

The romance of Jill Palmerton, a Maryland girl,
who wanted the luxuries of life.

Fisher, Mrs. Herbert Albert Laurens [Lettice Ilbert Fisher] Hi
Life and work in England, a sketch of our social and economic history. 224p. il., maps S ['34]

[N. Y., Longmans]

Fletcher, Joseph Smith
The ebony box; being the first of the further adventures of Ronald Camberwell. 295p. D c. N. Y.,
Knopf
After Six John Allender dieler and 2000

After Sir John Allerdale died so mysteriously, an ebony box, containing a fortune, disappeared. Camberwell and Chaney and their staff eventually unearth the true facts.

Flynn, John Thomas

Security speculation; its economic effects. 344p

(7p. bibl.) diagrs O [c. '34] N. Y., Harcourt 3.00

The conclusion reached by the author from actual case study is that speculation is a destructive force in our economic society. Included is an analysis of the newly enacted stock exchange legislation.

Forman, Henry Chandlee

Early manor and plantation houses of Maryland; an architectural and historical compendium 1634-1800; introd. by Leicester B. Holland. 271p. il., maps, diagrs. Q '34 Easton, Md., Md. Manor Soc. buck., 10.00

Fox, Emmet

The Sermon on the Mount; a general introduction to scientific Christianity in the form of a spiritual key to Matthew V, VI, and VII. 164p. D [c. '34] N. Y., Author, Biltmore Hotel

Gaillard, Paul

One unfaithful year. 249p. D [c. '34] N. Y.,

Greenberg

The adventures in love of Mona, who was trapped in an unhappy marriage.

Galsworthy, John

End of the chapter. 897p. front. (por.) O '34, c.
'31-34 N. Y., Scribner 3.00
Containing the three novels in the so-called "Cherrell Saga": "Maid in Waiting," "Flowering Wilderness" and "One More River."

Gayle, William
Poems [lim. numbered ed.]. 105p. D c. Montgomery, Ala., Paragon Press

1.75

Dana, Harvey Eugene
A neglected predicate in New Testament criticism.
50p. O 34 Chic., Blessing B'k Stores pap., .50

Day, George Martin

The Russians in Hollywood; a study in culture conflict. 101p. (bibl.) O (Univ. of So. Cal. School of Research studies no. 4; Social science ser. no. 7) c. Los Angeles, Univ. of So. Cal. Press

pap., apply Emrich, J. Oscar. ed.

Emrich, J. Oscar, ed.

The voter's guide; a digest of the election laws of Pennsylvania; rev. and enl. ed. 316p. O c. '34 Pittsburgh, Wm. G. Johnston Co., 1130 Ridge Ave.

pap., .50

Fleming, W. E. and others
Protection of orchard and shade trees and ornamental shrubs from injury by the Japanese beetle. 7p. il. O (U. S. Dept. of Agri. circular no. 317) '34 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.]

Ford, H. E. and Hicks, R. K.

Exercises and vocabulary for a New French reader.

77p. D [c. '34] N. Y., Holt

pap., apply

[Francis, Charles B., ed.]

Methods of the chemists of subsidiary companies of the United States Steel Corporation for the sampling and analysis of pig iron; 3rd ed., rev. 208p. (bibl.) il., diagrs. O '34 Pittsburgh, Carnegie Steel Co., Bur. of Technical Instruction

2.50

Furs, fins, and feathers; published by Successful Farming to encourage greater interest among farm boys and girls in fishing and hunting and the conservation of wild life. 64p. (bibls.) il. D c. '34 [Des Moines, Ia., Meredith Pub. Co.]

Gault, Edgar H.

Seasonals in department store merchandising. 83p. diagrs. O (Michigan business studies v. 6, no. 4) c. Ann Arbor, Univ. of Mich. pap., 1.00

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Gilpatric, Guy Mr. Glencannon. 246p. D '34, c. '32-'34 N. Y., Dodd, Mead Eurther tales of the incomparable Scotsman, Mr. Glencannon of the old tramp steamer, the Inchcliffe Castle. Gooden, Arthur Henry Wayne of the Flying W. 275p. D c. N. Y., Kin-	Internat'l Peace pub'n; Economic and social hist, of World War, British ser.) '34 New Haven, Conn., Yale A comprehensive survey of the results of the World War on the political, social, moral and economic life of Great Britain. It is the concluding volume of the British Series. Hogg, Thomas Jefferson Bi
Range war and romance in New Mexico.	After Shelley; the letters of Thomas Jefferson Hogg to Jane Williams; ed. by Sylva Norman. 140p. front. D '34 N. Y., Oxford 3.00
Memoirs of a camp-follower. 315p. front. O '34 N. Y., Longmans 3.00 War reminiscences of a medical officer, who was interested in the animals of France and India—rats, cats, birds, and many others.	Holme, Constance Fi Crump folk going home. 28op. T (World's classics no. 419) '34 N. Y., Oxford .80 Horrabin, James Francis
Greenwood, Walter Love on the dole; a tale of the Two Cities. 347p. D'34 Garden City, N. Y., Doubleday 2.50 A novel which interprets the English working class and its life.	An atlas of current affairs. 163p. maps D c. N. Y., Knopf Seventy-four maps of the places most in the news today, each with a page of explanatory text. How book of scouting (The); 2nd ed. 512p. il., diagree S c. 224 N Y Roy Scouts of Amer.
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J. S. W. Harmanson, 333 Royal St., New Orleans Dix, Dorothy. Marandy; Hearts a La Mode, etc. Graber. Life Record of a Texas Ranger. Texas Stock Directory. San Antonio. 1865. Other good Texas material.

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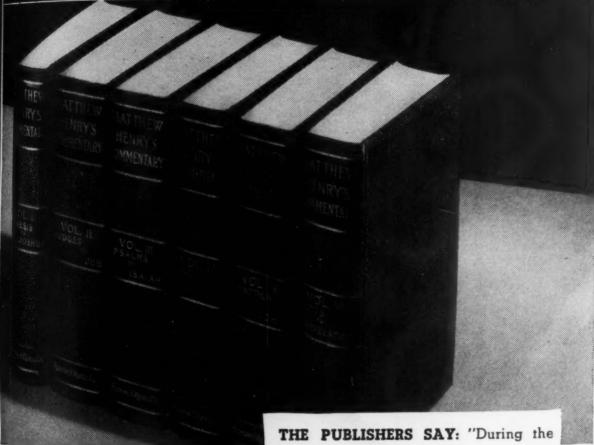
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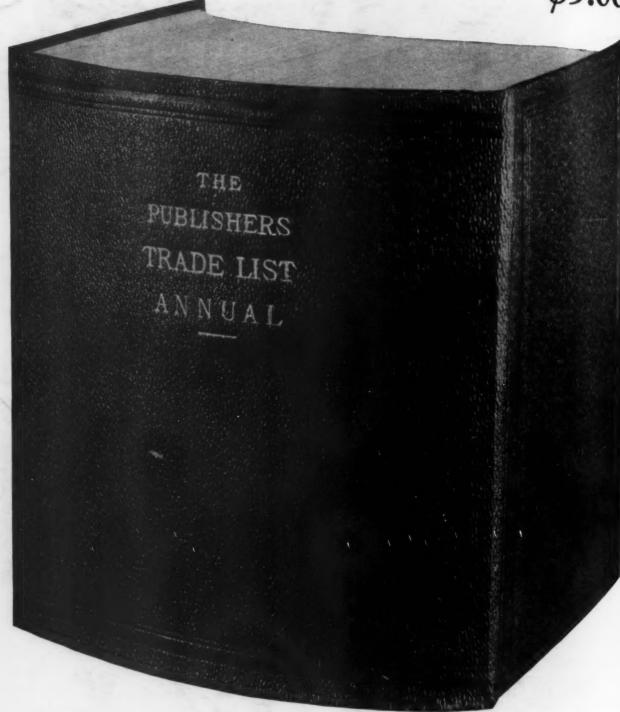
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